

The National **CLEANER** **& DYER**

Is this total automation?
..... See page 52
You can save money
on taxes page 58
Billboards help sell
drycleaning ... page 60

FEBRUARY, 1957

The Dégrasseur, the "degreaser," or itinerant spotter was a common figure in the nineteenth century. Read the first factual account of the early beginnings of the drycleaning craft. Page 38



Cosmetics in your system can shorten solvent life

—use **HYFLO**

**...it keeps your
solvent clean,
lengthens cycles**



By removing all insoluble impurities and dirt from your solvent, J-M Hyflo® lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

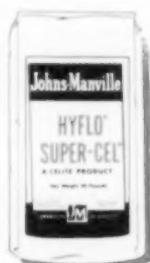
In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

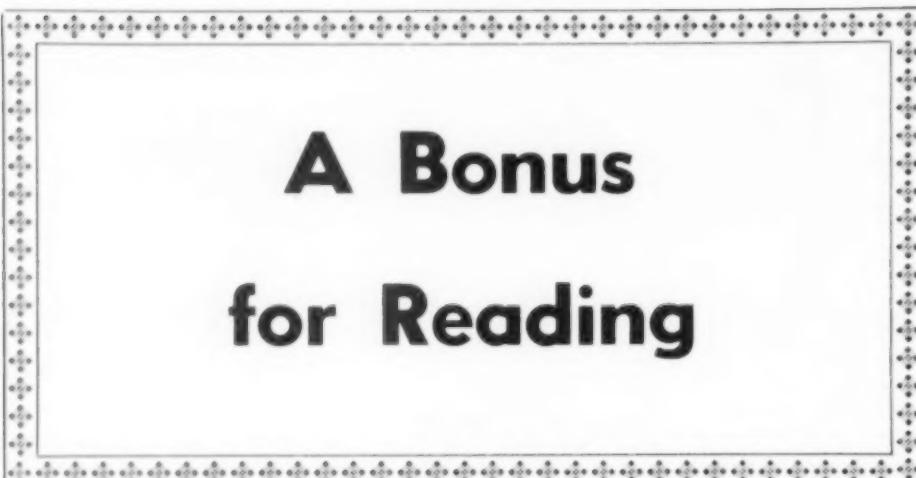
**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook — ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory — constantly studying the latest cleaning methods.



Johns-Manville HYFLO
THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

Advertisement



A Bonus for Reading

There's always a bonus for you when you gain more technical information regarding your industry.

Throughout the year, your customers depend on you to restore the finish of their leather garments. Are you prepared to meet these leather cleaning problems with proper "know-how"?

Realizing there is always a need for complete, easy-to-read information, Eaton has created a new bulletin, "Eaton's Leather Story," which covers all phases of leather cleaning and refinishing.

Write for your copy of "Eaton's Leather Story" and get your bonus. Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. *Canadian Plants: Toronto and Windsor.*

Advertisement

CHANGE TO *Fabric-Safe* FOR 10% MORE PRODUCTION



Fabric-reviving
finishing . . . done
right the first lay
. . . less time spent
per garment!



No special care
required for heat-
sensitive synthetics
like Dacron,* Orlon.[†]
Steam temperature
is always **SAFE!**



PATENTED AND
PATENTS PENDING

Fabric-Safe DOUBLE PLATES . . .

Utility sizes, 38" to 45", including
Hoffman CO-5 Pantex 41, Pros 443
\$2985

Mushroom sizes, including Hoffman
W-1, Pantex 19DO, Prosperity 318
\$2185

Large sizes (over 45") and Leggers
\$3885

© 1956 B. D. F. Co.

No Do-Overs

No steam marks . . .
No moire streaks . . .
90% less shine . . .
means fewer rejects, more output



Steam does more
work-faster. It
goes **ON** the garment

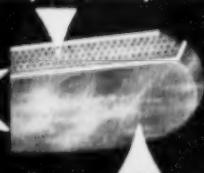


... **NOT** into the
padding below!

Dacron is Du Pont's trade
mark for polyester fiber.
Orlon is Du Pont's trade
mark for Acrylic fiber.

Inner Plate s-p-r-e-a-d-s the steam . . . prevents "nickel
spots" . . . adds moisture-conditioning . . . cuts heat below
275° for safety to heat-sensitive Dacron, Orlon, etc.

IT'S THE *Fabric-Safe DOUBLE* PRESSPLATE



Outer Plate has the "Cat-Tongue" surface that lifts
fibers . . . diffuses light reflection to cut shine . . . stops
wavy moire streaks . . . keeps fabrics looking new.

ORDER FROM YOUR JOBBER

BISHOP DAVID FREEMAN CO.
MFRS., EVANSTON, ILLINOIS, U.S.A.

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The National
CLEANER & DYER

VOLUME 48
NUMBER 2
FEBRUARY
1957

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In this issue a report by Dr. Sidney Edelstein tells the real beginnings of the drycleaning industry. For the first time there is documented proof that ours is a true craft, not a business that just "happened" because of an overturned kerosene lamp.

As the author states, there is evidence as far back as the early 1500's that high-priced chemicals were used for spot removal. The apothecary supplied the trade which engaged in highly complex methods of stain removal.

True, the evolution to saturation cleaning in a liquid, wherein the whole garment was immersed, did come about in the latter part of the nineteenth century. This was natural, because until then no economical means of distillation were available.

The advent of the lamp for illumination, in place of candles, brought about this development. But prior to that and continuing to today cleaning is based on science and chemistry. We are members of a profession with a rich history and a promising future.

This contribution by Dr. Edelstein adds immeasurably to the stature of the industry. It is a story worth telling your employees and retelling to your service clubs, when you are next called upon to give a talk.

We are very proud to be selected by Dr. Edelstein and the *American Dyestuff Reporter* as the voice of the industry, to present this document. Its publication is timely, as the fiftieth anniversary of the National Institute of Drycleaning reaches its climax at the exhibit convention next month.

Thought for the Month

Successful people do the things that failures do not like to do.—Art Schuelke

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*The December 1956 issue
of National Cleaner & Dyer printed reports
from fifteen drycleaning detergent manufacturers.
Each firm was asked to outline its preferred
method for use of the charged system.*

15 charged systems reported

only two

DEMANDED A SEPARATE RINSE
FOR THE CLEANING OF ALL FABRICS
IN THE PREFERRED METHOD.

(Manufacturers "D" & "C")

Manufacturer "D" (STREET's) stood alone in its firm demand for a separate rinse in cleaning all types of fabrics in both types of solvent and with compulsory distillation. Manufacturer "F" recommended a separate rinse for dresses but not for suits. Manufacturer "O" recommended a separate rinse for cleaning in synthetic solvent but not for petroleum. Manufacturer "C" recommended a separate rinse for both but stated that many used the product without any distillation. No attempt was made by the other manufacturers to justify the elimination of a rinse in their preferred methods.

only one

PROVIDED FOR COMPLETE
SOLUBILIZATION OF MOISTURE
BEFORE IT REACHES THE FABRICS.

Of the 15 detergent manufacturers reporting, only STREET's gave due recognition to the importance of particle size, micellar structure and the need for complete solubilization of moisture before contact with fabrics. In order that the fabrics absorb moisture from the charged solvent in the same manner as fabrics absorb moisture from the atmosphere, STREET's enters the moisture to the suction side of the filter pump. In so doing, the moisture is completely solubilized by the 4% 886 in filter and pipe lines before it reaches the fabrics. This affords the most scientific means of controlling the micellar structure which in turn controls the amount of moisture absorbed by fabrics.

only one

OFFERED A MOISTURE CONTROL
APPARATUS BACKED BY 4 YEARS
OF INTERNATIONAL USE
IN OVER 4700 PLANTS.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET's, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 4700 leading plants. It is the only moisture control serviced by a corps of 50 highly trained field technicians who concentrate on STREET's preferred method which is so clearly defined under Manufacturer "D" on page 55 in the December 1956 National.

only three

DEMANDED A SPECIFIED AMOUNT
OF DISTILLATION IN THE PREFERRED
METHOD. (Manufacturers "D", "F" & "M")

Many of the 15 manufacturers were vague in reporting on the all-important question of distillation. STREET's alone made a firm recommendation for distillation of 20 gallons of rinse solvent per 100 pounds of fabrics cleaned. Manufacturer "F" demanded distillation of 20 gallons of 1% charge per 100 pounds; and "M" 8 to 10 gallons of 1½% charge. Some manufacturers merely suggested the desirability of distillation, and then hedged with such statements as "...many operate without a still", or "Many plants use the product without any distillation."

only one

SPECIFIED THE AMOUNT OF MOISTURE
TO BE MAINTAINED IN THE CHARGE.
(Manufacturer "D" STREET's)

Several intimated that the charged solvent should be kept free of moisture by permitting all added moisture to be absorbed by the fabrics. For unprecedented water-soluble soil removal, STREET's preferred method (*reported under Manufacturer "D"*) called for constant maintenance of 3/10% moisture in the charge. One manufacturer stated that its charged solvent was relatively dry when the garments are removed, and yet it recommended a second moisture separator for use when distilling the charge. CONTROLLED moisture in the charge and in the fabrics is the key to the success of STREET's preferred method.

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the MYCEL process with Conductivity Control.

R. R. STREET & CO. INC., 561 W. Monroe St. Chicago 6, U.S.A.



THE NATIONAL INSTITUTE
OF DRYCLEANING
OFFERS AN INVALUABLE SERVICE
TO PROGRESSIVE CLEANERS.
IF YOU ARE NOT ALREADY A MEMBER,
STREET'S URGES YOU TO JOIN NOW!



Meet

Jean Smart
Your
Dollar-Minded
Girl for '57



Jean is all for the new money-saving features of the Super Fast Solvo Miser Model 57. Its exclusive Quick-Cooling Cycle provides better temperature control for more efficient and even faster operation.



Yes, Model 57's unique Quick-Cooling Cycle assures garments with natural feel and finish . . . and this is important to your finishers, too.



Jean loves the engineers who designed this "cool" reclaimer. They've cleverly designed a revolutionary air flow which permits you to reclaim the last traces of pers while the cooling cycle is in operation, thus reducing or eliminating the need for deodorization. Model 57 increases production all along the line — even back to your pressers.

Solvo Miser shown is automatic model; also available for manual control.



Be Smart with Jean Smart—Make Money with these 5 exclusive features:

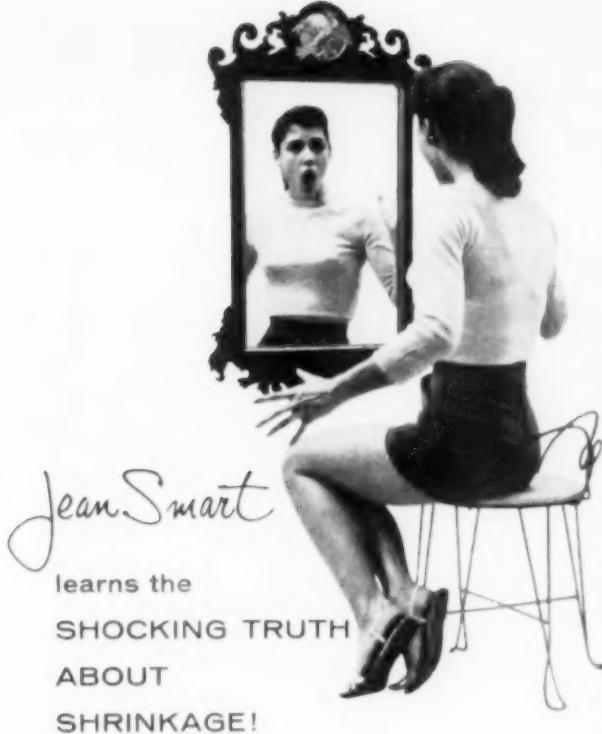
1. Quick-Cooling Cycle
2. Continuous Reclamation during Cooling
3. King Sized Lint Trap . . . ideally located . . . cleaned in 27 seconds
4. Coils, fans, and fan motor accessible from front of machine
5. Widest Range of Sizes — Don't forget, a reclaimer too large or too small for your drycleaning machine will continually waste your time and money. Hoyt offers just the size you need.

Jean says—
*Play it smart—
get a
Solvo Miser!*



HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS



Jean Smart
learns the
SHOCKING TRUTH
ABOUT
SHRINKAGE!



It's also true that the new Series 57 Super Fast Solvo Miser offers many more time and labor-saving features that pay off in easier operation and lower production costs all along the line. These include . . .

- A King Size Line Trap . . . conveniently located at eye level . . . readily cleaned in just 27 seconds!
- Electric Timing System.
- Removable front panels which put coils, fan and fan motor within easy reach from the front of the machine!
- A wide range of sizes to match the capacity of any cleaning machine with a reclaimer of exactly the right size. These Solvo Misers are available with either automatic or manual controls to meet your specific operating requirements.



The sad truth is that garment shrinkage is an all too common complaint among today's quality-conscious dry cleaning customers. Lack of proper temperature control in many dry cleaning reclaimers often results in shrinkage problems that can lose customers *and* also lose repeat-business profits for you.

To eliminate the excessive heat which causes shrinkage, Hoyt engineers have now introduced a new Quick-Cooling Cycle in the Hoyt Super Fast Solvo Miser Series 57. The revolutionary new air-flow design not only assures better temperature control and faster, more efficient operation, but actually permits reclamation of the final traces of perc *while the cooling cycle is in operation*. This eliminates or greatly reduces the need for deodorization and gives garments a natural feel and finish which considerably reduce the cost of finishing.

*Don't let excess temperatures
shrink your profits...*



HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

LOW HAULING COSTS COME RIGHT FROM THE "HEART" OF A '57 CHEVY



Many of the things that make a Chevrolet truck more economical to run are seldom seen by the owner. They're hidden features, deep in the truck's design.

Here are just a few of them, to prove a Chevy's engineered better and built better for bigger savings!

1. Forged steel crankshaft—It's extra sturdy, precision machined and balanced, the foundation for dependable, long-lasting power!

2. Alidipped exhaust valves*—Special aluminum treatment on valve surface protects valves against pitting; engine wears less, costs you less to run!

3. Hydraulic valve lifters—for longer valve life in V8's, fewer engine repair jobs.

4. Chevy V8 piston—Thanks to short-stroke V8 engine design, this piston travels a shorter distance, wears less. Short-stroke efficiency aids fuel economy, too!

5. Oil-bath air cleaner—standard on all Chevrolet truck engines for added protection against dust and foreign matter that shorten engine life.

6. High-capacity oil filters**—They remove dirt particles from Chevy engine oil to cut engine wear and maintenance.

7. Easy-adjust distributor points—You can adjust this new Chevy V8 distributor with the engine running; it's added insurance against costly down time.

8. Multiple fuel filters—For clean fuel, all Chevy engines have fuel filters in the carburetor and fuel tank; in addition, V8's provide an extra filter at the carburetor.

9. Ball-Gear steering mechanism—Inside this steering gear scores of polished steel balls virtually eliminate friction. Less friction means less wear, less maintenance!

10. Rugged manual transmission—Synchro-Mesh design eliminates the need for double-clutching, reduces costly wear. Gears are shot-peened for extra strength.

11. 12-volt battery—provides sure starting, good ignition, long battery life in all Chevrolet trucks.

And there are many more! See your Chevrolet dealer for all the dollar-saving facts. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*On Thriftmaster 6, Trademaster V8.

**Standard on V8's and Jobmaster, optional on Thriftmaster 6.

1957 CHEVROLET TASK-FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!



**spot
removal
in the
wheel
pre-spot re-run
method**

**bath
method**

**dipping
method**

**sifter
method**

**no matter which
method you use**

THE LRSR PROCESS

of spot removal

is the most dependable

**FOR TURNING OUT BETTER WORK WITH
GREATEST SAVINGS IN SPOTTING COSTS**

*The manufacturing facilities, the laboratory skills, the integrity
of the house...stand behind all products of Wallerstein Research*

DRYCON
CONCENTRATED
DRY SIZING

**FOR RESTORING FABRIC FINISH
TO THE GARMENTS YOU CLEAN**

**Two Superior, High Quality Products
That Are Building Sales Volume And
Good Will From Coast to Coast.**

SACON
WATER SOLUBLE
SIZING

WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.

NEW PRODUCTS

AND LITERATURE

Newhouse Carding Brushes



The Newhouse Specialty Company, 3827 San Fernando Rd., Glendale 4, Calif., is now offering three new carding brushes to be known as the Newhouse Wonder Brushes. They are designated as 303, 304 and 305.

According to E. J. Newhouse, president of the company, the smaller brushes, 303 and 304, with handle, are especially suitable for carding sweaters, furs, coats and stoles and for all-round use in the cleaning plant. No. 305, which also has a handle, is for heavier types of carding, such as blankets, robes, etc.

Huebsch Garment Bagger



Because of the increased use of plastic bags in the drycleaning industry, Huebsch Manufacturing Company, 3775 N. Holton St., Milwaukee 1, Wis., has introduced a garment bagger designed to prevent tearing.

A No-Tear Knob at the top of the bagger permits the bags to slide easily without being

harmed. Paper bags can also be used, if desired.

An adjustable rod raises to the correct height for bagging any length garment. When the foot pedal is pressed, the rod slides down to convenient height for easy removal of the garment. At the same time, a holding device in the bagger is automatically reset for the next operation.

Light in weight, the new Huebsch Bagger can be quickly moved to any convenient spot.

Duo-Matic Cash Register



Latest addition to a new line of combination adding machine units is the Duo-Matic Receipt-Issuing Cash register. This machine offers customers itemized tape with purchases and at the same time provides the owner with a permanent record of sales. It is a product of the Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

The Duo-Matic uses a no-carbon required tape. The original serves as a tear-off tape for the customer; the second copy as a complete and permanent record of all transactions.

New safety features prevent the operator from entering charge and straight addition figures into the cash-receipt total for the day by mistake. A separate cash-drawer lock protects money when the register is unattended, and a lock keeps the grand total figures confidential.

Eight keys provide for designation of clerks or departments, while eight control keys classify all types of transactions.

Haertel Fur Cleaning Aids

The Walter Haertel Company, 2840 Fourth Ave., Minneapolis 8, Minn., has an-

nounced two new products for cleaning both furs and synthetic coats, offered on a no-franchise basis.

The new improved Fursheen Liquid enables cleaners to mix their own complete cleaning compound. Fursheen Liquid includes premixed solvents, glazing solution, antistatic, repellent and softening ingredients—an all-in-one solvent.

Polar Glaze is described as a penetrating glazing solution which leaves fur and synthetic coats with a natural softness, restores the lustrous sheen, eliminates the static problem, keeps the coats clean longer by its repellent properties. It is recommended for use in glazing furs and also for synthetic coats which have been drycleaned. Polar Glaze helps loosen the matted areas, thus permitting the fibers to become straight again, and restores the original lustre to the garment. For best results Haertel advises its use with a rotary iron.

Rigid-Balance Frame that eliminates the need to bolt the unit to the floor because of semi-steel construction and weight distribution, a highly polished aluminum head cored for maximum steam diffusion, oilless bearings that are permanently lubricated to reduce friction and wear factors while keeping all parts in alignment, and the Heavy Duty Shock Absorber, which furnishes vibration-free head stop.

The unit also features: Swing-Away sleeve board, water spray gun and condenser, steam iron rest (iron optional), packless buck valves, packless vacuum valves, flexible hose and full-size apron.

For additional information and literature write to Dept. L, Goldman Pressing Machine Corp., 400 W. Broadway, New York 12, N.Y.

New Grid Plate Unit Claimed "Tripl-Safe"

Named for its performance, a new concept in grid-plate development has been given the trade name "Tripl-Safe" by its manufacturer, L. Behrstock Company, producer of the Gross Star line of all-aluminum press plates.

In also coming out with the new triple-element plate, Al Behrstock states that Gross Star worked for four years to create this new idea in response to the industry's interest in more precise steam and heat control for the better handling of delicate synthetics.

"Actually," said Mr. Behrstock, "a single plate can never harm sensitive fabrics if the presser is skilled, but the labor market is such today that mechanical controls are needed to supplement human ability."

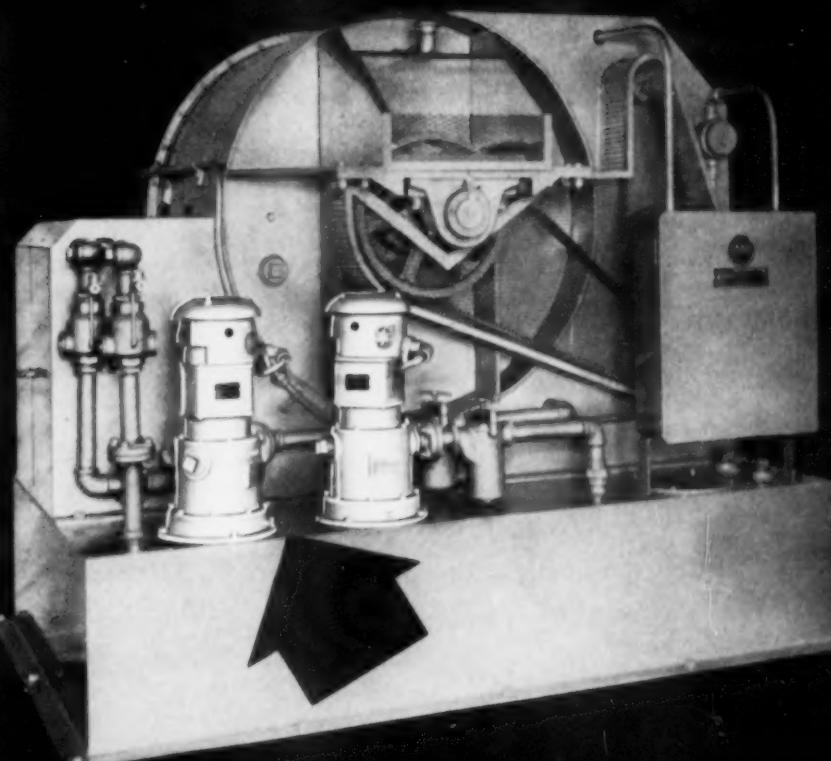
Tripl-Safe is an all-in-one unit that fits on the press head in exactly the same manner as the single plate. However, it is made of two separate plates and a filter, each of which does its part in distributing the steam and in reducing the heat at the pressing surface.

The steam first passes through a perforated sheet of aluminum. The thousands of tiny holes break up the jet from the head and pass it on to a very finely woven Monel filter.

Continued on page 105

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention NATIONAL CLEANER & DYER.



Washex Machinery Corporation has standardized on Marlow Pumps for years for their combination washer-extractors because of Marlow's quiet, efficient, trouble-free operation. The Model "65" Washex unit shown here uses two space-saving Marlow vertical self-priming pumps to handle solvent from filter to machine.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS • MIDLAND PARK, NEW JERSEY

DIVISION OF BELL & GOSSETT COMPANY • Postoffice: Midland Park, N. J., Morton Grove, Ill., Longview, Texas

"Freshen the Impression"



* Tie-in with NID's "Freshen The Impression" Campaign . . . the key to more business for Dry-cleaners. Make 1957 your biggest and best year. Freshen your impression with New **AJAX** Presses.

WELL PRESSED

PRESS 'EM RIGHT . . . You can't afford not to. Your customer's appearance deserves the quality that only Ajax Air-Operated Drycleaning presses can produce . . . and they'll see the difference when you use Ajax Presses. Because of rising living standards and an increased interest by the public in their appearance and cleanliness, the business potential for drycleaning service is climbing rapidly!

Alert and progressive drycleaners will attain their most prosperous year in 1957 . . . that is if they are prepared for new business with modern equipment. Rapid technological progress is making existing facilities obsolete and uneconomic to use . . . It is impossible to produce a top-quality product with anything less than top-quality equipment . . . Be sure your cleaning and pressing will surpass competition and gain you profitable customer satisfaction and continued patronage. Convert your plant now . . . with **Ajax Air-Operated Drycleaning Presses**.

AJAX *Air Operated* DRY CLEANING PRESS

PRESSURE DELIVERY UNIT — has only one moving part . . . requires no adjusting mechanism. This designed simplicity of **AJAX** Presses gives you greater production at the lowest cost. They really "Freshen the Impression!"

SENSITIVE PRESSURE — any desired pressure immediately for perfect finishing. Only **AJAX** gives you the amazing sensitive pressure for fine, soft, "NO-SHINE" finishing. Your customers can actually notice the difference.

TABLE-LENGTH TOUCH-BAR CONTROL — gives operator greater safety and convenience. Operator makes lay, drops hand, and down comes the head. No groping for concealed buttons or levers. Also operates with foot control to relieve fatigue.

FOR MORE INFORMATION ON HOW **AJAX** CAN HELP YOU, SEE OR CALL YOUR LOCAL **AJAX** DEALER — THERE'S ONE NEAR YOU OR WRITE TO **AJAX PRESSING MACHINE CO.**

... IS WELL DRESSED



Table Length
Touch Bar Control

SEE THE GOLDEN ANNIVERSARY
MODEL J-DC 42
With Touch Bar Control
Booth 417 at The N. I. D. Convention

AJAX PRESSING MACHINE COMPANY
MANUFACTURERS OF AJAX PRESSES SINCE 1929
SALT LAKE CITY, UTAH



Why are American women the best dressed in the world?

Because there are more professional drycleaners in America than in all the rest of the world put together!

American women are smart, chic, dressy, snappy . . . everything that well-dressed women should be.

But they're active and athletic . . . on the go from morn to night . . . into a car and out again. Clothes take a beating!

Who keeps clothes in condition? Who restores them when soiled or stained? Who perks them up? The professional drycleaner!

Drycleaners have big advantages in America. They have compact, efficient, synthetic drycleaning units and unlimited supplies of high-grade cleaning materials like Stauffer's 'Perk'. You can get 'Perk' from your dealer in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also . . . ask him for the attractive window sign which tells your customers you

"perk'em up with Perk"



STAUFFER CHEMICAL COMPANY
380 Madison Avenue
New York 17, N. Y.

Sold Through Drycleaning
Supplies Distributors Everywhere

GLAZE

SYNTHETIC PILE FABRICS

...IT'S THE

FINISH

THAT COUNTS!

USE THE PORTABLE

FUR-FEEL

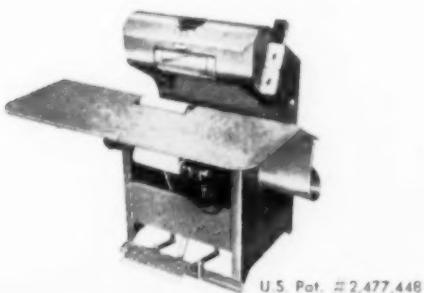
LUSTERETTE

LARGER VOLUME PLANTS USE THE

BANTAM

... for finishing up to 1,000 garments yearly. From \$795.00 f.o.b. Brooklyn, N. Y.

LARGER MODELS AVAILABLE



FUR-FEEL CORP.
developed by

KANDU = RELIABLE

Sales Office
312 Seventh Avenue
New York 1, N. Y.

Factory
231 Eagle Street
Brooklyn 22, N. Y.



\$250.00

f.o.b. Brooklyn, N. Y.
U.S. Pat. #2,560,943

HERE'S HOW...

Dryclean garment with recommended procedure, apply FUR-FEEL FORMULA 101, then FINISH with the lightweight, portable, hand model LUSTERETTE on any padded table or ironing board. You'll eliminate clumping, matting, tufting. You'll get a soft, rich-looking garment...with crush resistance added!

LUSTERETTE IS IDEAL FOR USE AT NEIGHBORHOOD PLANTS. FINISHES ALL SYNTHETIC PILE FABRICS, FLEECES AND REGULAR FURS, TOO!

Complete Economy Package Includes . . .
**LUSTERETTE, FORMULA 101,
FORMULA 404**

(to prespot and condition up to 200 garments)

ADVERTISING MATERIAL

(tags, streamers, displays, decals, mats, direct mail)

**TOTAL : \$330.00 f.o.b.
PRICE : Brooklyn, N. Y.**

A MUST FOR EVERY PLANT REGARDLESS OF SIZE!

FUR-FEEL CORP. 231 Eagle Street Brooklyn 22, N. Y.

Gentlemen: FUR-FEEL and the LUSTERETTE interest us. Send more information and literature, immediately!

Firm Name _____

Name _____

Address _____

City _____ Zone _____ State _____

SIGNS of the TIMES

Campaign To Curb Home Drycleaning: A cooperative campaign to aid Grand Rapids, Michigan, firemen in their efforts to reduce the use of gasoline and other flammable materials in home drycleaning was undertaken recently. In making the announcement Fire Chief Frank H. Burns and John Otte, representative of the Grand Rapids Institute of Dry Cleaning, stated that printed warnings against the use of gasoline in home drycleaning will be placed in drycleaning packages and laundry bundles by 34 drycleaning and laundry firms participating in the campaign.

Since the vapor which constantly rises from gasoline easily follows air currents and goes to the source of any fire or flame such as gas pilot lights on kitchen ranges, flash fires can easily occur.

It is also suggested that flammable materials used at home be kept outside the house in containers with self-sealing spring caps approved by the Fire Underwriters Laboratories.

#

Massachusetts Minimum Wage: In compliance with the changes in the Massachusetts Minimum Wage Law voted by the legislature last fall, no person covered by its provisions may be paid at the rate of less than 80 cents per hour. All job classifications in drycleaning establishments, laundries and linen supply companies come within the scope of this order.

Wage boards for both drycleaning and laundry occupations are now being organized by the Minimum Wage Commission. It is expected that these will result in minimum rates higher than the above.

#

Post Office Help: No. 78 in the series of Management Aids for Small Manufacturers shows that cooperation between businessmen and post office can result in mutual advantages. This Aid shows the ways in which businessmen can reduce costs and save time through an understanding of post office procedures, reviews specific post office services and points out the ways in which businessmen can assist post office authorities.

Among the areas discussed are special mail services, revision of mailing lists, printing of return addresses on

stamped envelopes, sales of envelopes and postal cards and transmission of funds. In the handling of mail, pointers are given on such time savers as simplified addressing, elimination of individual stamping operations and the use of precanceled postage stamps.

On the other side of the ledger, facts are given on the use of coins in advertising mail, the value of advance notices of bulk mailings and the best way to propose changes of post office operations.

Write for a copy to any of the field offices or Washington headquarters of the Small Business Administration, Washington 25, D. C.

#

Drycleaning Wages in New York: In October 1955 the cleaning and dyeing industry comprised an estimated 7,800 establishments in New York State, employing 29,100 workers, 42 percent of whom were women. These figures have been released in a report of the State Labor Department.

Average hourly earnings of all industry workers in the state were \$1.27. Approximately 12 percent received less than 90 cents an hour and 20 percent received less than \$1.

Women employees had average hourly earnings of \$1.06. The typical woman store clerk in the state earned 97 cents per hour.

In October 1955 the average work week was 40 hours throughout the state for all workers. Almost 10 percent of the women worked part-time (under 24 hours) and 34 percent worked longer than 40 hours in the sample week.

Earnings for the work week averaged \$49.59 in the state, \$41.55 for women workers. More than 18 percent of the women earned under \$30, and 46 percent under \$40; 11 percent were paid \$60 or more.

In all cases the averages were slightly higher in New York City than in the rest of the state.

#

Bay State Groups Sponsor Exhibit: The Cleansing Plant Owners of Massachusetts and the Massachusetts Laundryowners' Association ran an exhibit room at the Men's Apparel Club Show in Boston during November. The purpose was to point out

to the manufacturers and retailers the mutual problems the industries face in serving the consumer. Literature was provided by the National Institute of Drycleaning and the American Institute of Laundering.

#

Cleaners Pitch In: As the flood of Hungarian refugees continues, drycleaners throughout the country are demonstrating their public spirit in helping meet the need for clothing. Acting both as individual plants and as association members, drycleaning plants have become collection centers for clothing donations, and are giving their services in cleaning used garments.

Among the associations reported as sponsoring the aid program are the California Drycleaners Association, the Southern California Cleaners and Dyers Association, the Laundry-Dry Cleaning Association of Washington, D. C., the Arizona Dry Cleaning Association, the New Jersey Cleaners and Dyers Association and many other local and regional associations in every part of the United States.

Cleaning plant employees are showing the same helpful spirit. In many cases, both through union decision and as employees of individual plants, they are volunteering to give their time after hours to get out the work.

#

Consumer Education: The history of the drycleaning industry was related by Joseph Dehle, proprietor of Profile Cleaners, Littleton, New Hampshire, at a luncheon meeting of the Littleton Rotary club.

#

Public Service: Julius L. Kuller, president of I. Wohl, Inc., Long Island City, N. Y., served as industry chairman of the Cleaning and Dyeing Division of the 1957 National Foundation for Infantile Paralysis campaign.

Recently elected to the board of the St. Louis (Mo.) Better Business Bureau was David Birenbaum, president, Washington Cleaning & Dyeing Co.

Canadian drycleaner Harry Wambold has been elected alderman of the city of Kitchener, Ontario.

PROSPERITY[®] SERVICE

... as dependable as your family doctor!



Call for Prosperity Experience

WHEN PLANNING A NEW PLANT OR MODERNIZING YOUR PRESENT PLANT . . . PROSPERITY HAS MOST TO OFFER FROM BASIC PLANNING TO FULL AND EFFICIENT OPERATION

NATIONAL SALES AND SERVICE ORGANIZATION

Prosperity representatives can offer a complete and related set-up of Prosperity equipment for laundering and/or cleaning . . . anywhere! They are supported by the Prosperity Technical Planning Department . . . first and foremost in planning complete laundries, cleaning plants or combination operations.

COMPLETE INSTALLATION SUPERVISION

Prosperity's competent staff of factory-trained service engineers, located throughout the country, provide supervision of complete installations, and have the on-hand service and parts to keep Prosperity equipment operating at top efficiency.

COMPETENT TRAINING AND SUPERVISION OF OPERATORS

Service men are trained in installation and maintenance, and operators are trained in all departments of operation. These are the trained people that set up and keep a Prosperity-equipped plant in production.

The Prosperity Man
HAS THE COMPLETE LINE,
THE PLANS AND THE SERVICE

COAST TO COAST

SALES

SERVICE

PARTS

The **PROSPERITY**[®]

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS

Company Inc.



Main Office and Factory, Syracuse 1, N.Y.

Sales, Service and Parts in Principal Cities



give your solvent the
DARCO® whiteness test . . .

Try this test to see what kind of cleaning job you're doing. Run half of a clean piece of white cotton or rayon through your washer. Dry it and press—then compare the "cleaned" half with the original. If it looks gray, you're trying to clean with dirty solvent!

Don't take chances on losing customers through dull, dingy cleaning—when it's so easy and economical to keep your bath in top condition with DARCO DC activated carbon.

Use DARCO DC regularly. First thing each morning, get your filter ready for quality cleaning all day long, by charging with

DARCO DC. This way, your solvent never gets dirty!

Use enough DARCO DC. The difference between good cleaning and poor is only a few cents a day. Your DARCO distributor will be glad to advise you how much DARCO you need daily in relation to your filter capacity and production volume.

DARCO DC is the most effective way known to take out all bleeding dyes, odors and fatty acids in a single sweep. DARCO saves soap and solvent, too. Order from your DARCO distributor today, in the handy 2-pound "Carbon-Meter" bags, 25 to a carton.

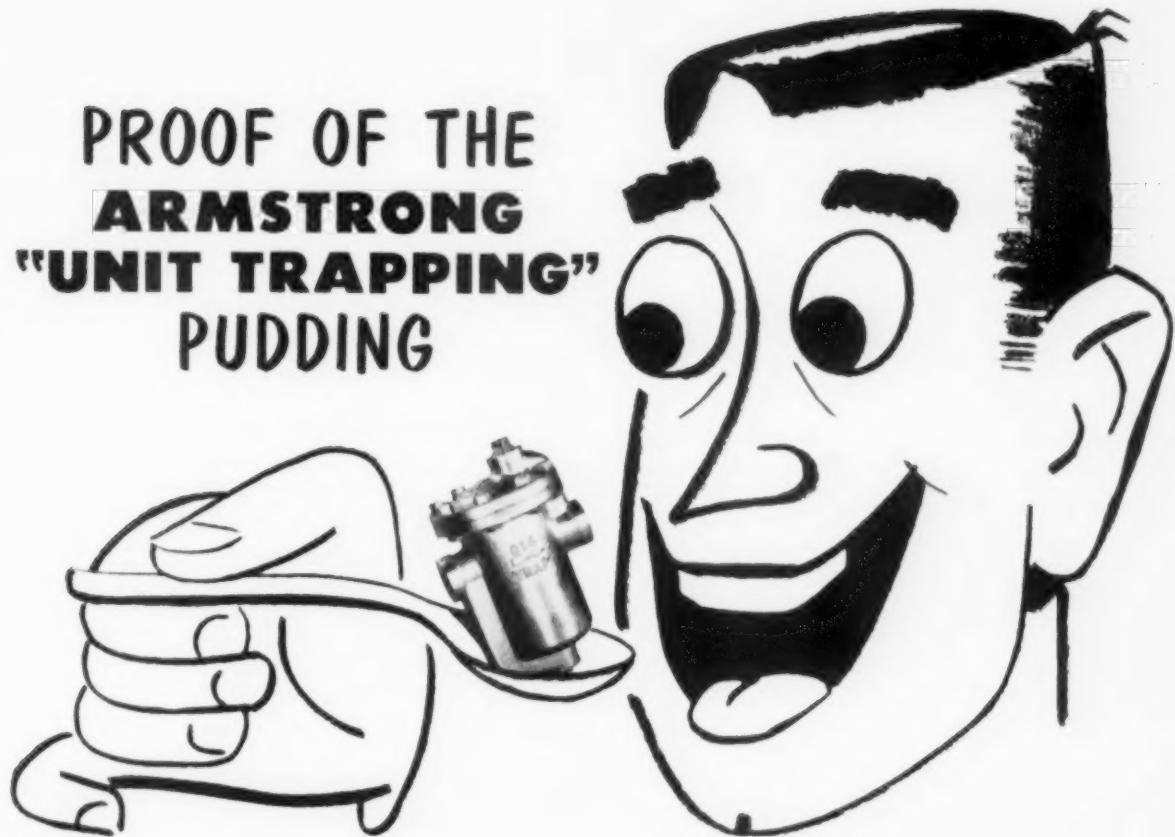
*Write for your copy of the N.I.D. Report,
"The Use of DARCO in I-Bath Charged Systems."*



CHEMICALS
DIVISION
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada

PROOF OF THE ARMSTRONG "UNIT TRAPPING" PUDDING



They say, "the proof of the pudding is in the eating." These plants have proved the Armstrong "Unit Trapping" pudding:

Sun-Ray Cleaners — 15% fuel saving and 15% production increase with unit trapping.

M. Wile & Co. — 14 tons of coal saved per month after unit trapping garment presses.

Eclipse Laundry and Dry Cleaning Co. — Unit trapping helps secure 100% increase in output with negligible increase in fuel cost.

ARMSTRONG UNIT TRAPPING CAN DO THIS FOR YOU:

1. Positively remove air and condensate from machines.
2. Make temperatures higher and more uniform.
3. Increase output.
4. Reduce heat loss.

Complete Unit Trapping details are given in Bulletin No. 1931. Fill out coupon below and mail for your free copy.

ARMSTRONG
MACHINE WORKS

8501 Maple St., Three Rivers, Mich.



SOLVENT FILTER AIR VENT



This reliable Armstrong No. 21 Air Relief Trap gives positive venting under filter pressure. Inner parts are chrome and stainless steel. It won't stick, bind or clog. For trouble-free air venting use Armstrong's No. 21 Air Relief traps. Send coupon for complete data.

CLIP TO COMPANY LETTERHEAD AND MAIL

ARMSTRONG MACHINE WORKS
8501 Maple St., Three Rivers, Mich.

Please send me:

Bulletin No. 1931
 Data on the No. 21 Solvent Filter Air Relief traps.

Name _____ Please Print _____

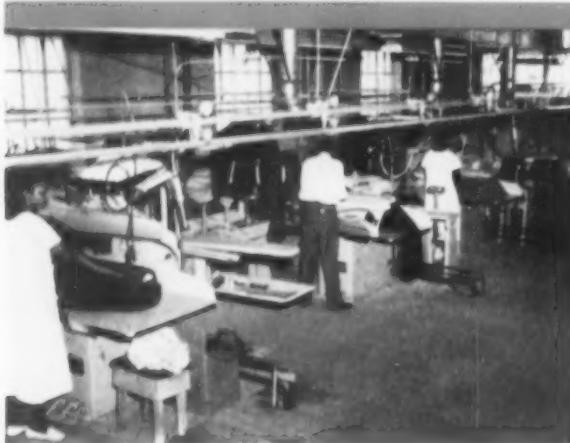
Position _____

6 important reasons why...

AceCo Presses are ace-high with today's dry cleaners

AceCo Air-Driven Presses are the last word in modern, efficient finishing equipment. More and more cleaners are turning to AceCo for a press that gives fast, quality finishing with smooth, effortless operation and maximum safety. Listed here are six of the important reasons why AceCo Presses are preferred by today's dry cleaners.

AceCo also offers a complete line of dry cleaning equipment. Two-bath petroleum units, single and two-bath synthetic units, tumblers, washers, extractors, filters, stills and all accessory equipment. Write today for complete information.



2. Choice of locking or not locking head in high pressure is provided by a Handy Finger Lever. Turned up, Lever locks the head in high pressure when the Pressure Treadle is depressed. Turned down, it prevents the head locking, making it impossible for operator to leave press with the head sealed. This is an important feature of the five AceCo Presses in dry cleaning finishing department of Harper Laundry, Alexandria, Virginia.

3. Proper finishing pressure for all kinds of fabrics is guaranteed by an Adjustable Air Pressure Regulator with easily read gauge in clear view of operator. The Regulator is quickly set by simply turning a screw, and the gauge shows the exact air pressure, in pounds, being delivered to the press when it is sealed. This outstanding feature assures finest quality finishing with all of these eight AceCo Presses at Davis Laundry and Cleaning Co., Cleveland, Ohio.

American Cleaners Equipment Company • Cincinnati 12, Ohio

Division of The American Laundry Machinery Company

1. Fast, effortless operation with natural hand motion is the outstanding benefit of the AceCo Press' exclusive Twin Controls. Bar-type, actuated at the touch of a finger, they are conveniently located both on the head and under the front of the press table. No need for operator to change normal work habits. This increases efficiency, simplifies training. The trend to Twin Controls is exhibited by these air-driven AceCo Presses which provide high quality work, fast finishing for Cavalier Cleaners and Launderers, Dayton, Ohio.



4. Unusual wear-and-heat resistance is achieved by covering the sturdy work table of the AceCo Press with a phenolic composition. This attractive table improves the appearance of the finishing department, is easy to keep clean and new looking. Shown here are two AceCo Presses in Miracle Cleaners plant located in the huge Northern Lights Shopping Center, Columbus, Ohio.



5. Fast, convenient steaming while head is open, descending or in pressure is provided by Double-Handle Head-Steaming Control. Depressing either handle sprays steam from head. That is why these Utility, Mushroom and Pants Leg model AceCo Presses used by American Laundry and Dry Cleaning Co., Hobart, Indiana, are so easy and fast to operate.



6. Quick, free movement of lightweight Self-Aligning, Cast Aluminum Head is assured by ball bearings on the head, and needle bearings on the yoke. This is a key factor in the efficiency and high production of the battery of eight AceCo Presses used by Modern Laundry and Dry Cleaning Co., Philadelphia, Pa.

You can expect more from

American
American Cleaners Equipment Co.

BUSINESS BUILDERS

Iceman Sign Builds Sales

RICHARDS

Customers of Richards Cleaners in San Pedro, California, signal the route salesmen to pick up garments by placing the above sign in their windows.

It speeds up the salesmen's work since they don't have to bother to stop at homes where there is no cleaning to be done. In addition, it proclaims to the neighbors that these customers patronize Richards Cleaners. This extra advertising boost helps draw new business to the plant.

Put Romance in Ad Copy

Premium-priced cleaning service needs a special type of promotion, according to Bancroft Cleaners, Brookline, Massachusetts. The following excerpts from a Bancroft direct-mail piece typify the style the prestige slant used so effectively by this firm:

THE NEWNESS IN CLOTHING — When a fine garment is properly cared for, it retains its fresh, smart look throughout its useful life . . . in weave, in texture, in tailoring. Each time it returns from a cleanser, it should look as it did on the day it was fitted. And that's how it DOES look when it returns from Bancroft! Bancroft helps you in your care for your clothes, since our specialized Gold Crest finishing maintains the newness in clothing . . . recaptures the smartness of clothes at their best.

GOLD CREST FINISHING—Our entire effort is geared for quality finishing. No mass production here. None of the hasty, impersonal processing that so often gives clothes a worn look long before they're old. Our expert finishers give your garments the same careful treatment as the tailors who fashioned them. Like the designers of your finest garments, they are craftsmen in their trade.

Because of our painstaking, individualized cleansing service, the superiority of Bancroft is readily apparent. There is no shine opposite buttons, nor along the seams. Sleeves are properly shaped, carefully following the texture and pattern. Collars have a rolled—not a "pressed flat" look—Bancroft finishers take the time to do your finishing right . . . they make of cleansing a work of art.

Words like "craftsmen," "painstaking" and "individualized" set this ad apart from the ordinary. In her mind the customer can almost see her precious garments being processed, with owner Max Glickman ever present to watch every detail!

Cartoons Sell Services



Use of cartoon panels to promote seasonal services is favored by J. Kenneth Marion, owner of Vapor Cleaners in Santa Cruz, California.

Three-by-six-foot panels of wallboard, mounted on one-by-two-inch wooden frames, are displayed near the ceiling on two sides of the large call office. The cartoon panels are the work of a local artist, and are done in water

color so the panels, when soiled, can be washed clean and repainted. Cartoons are changed on an average of every three months, and each calls attention to a particular service or process being used in the plant.

Over a period of 10 years there has been built up a goodly stock of panels from which to choose to fit various occasions.

Two-Sense Selling

Our "NU-SUEDE" Process Recommended by S.L.R.A.
Columbus Finest
**SUEDE AND LEATHER
CLEANING SPECIALISTS**
**COLUMBUS LACE
CLEANING CO.**
49 Greenbank Ave. Columbus 6, Ohio
H 1 47847



The above card does a double barreled job of selling for Columbus Lace Cleaning Company of Columbus, Ohio. The card face has a soft suede-like finish. The printed message hits the eye, and the nappy finish adds impact through the sense of touch. It's a natural tie-in with the firm's suede and leather service.

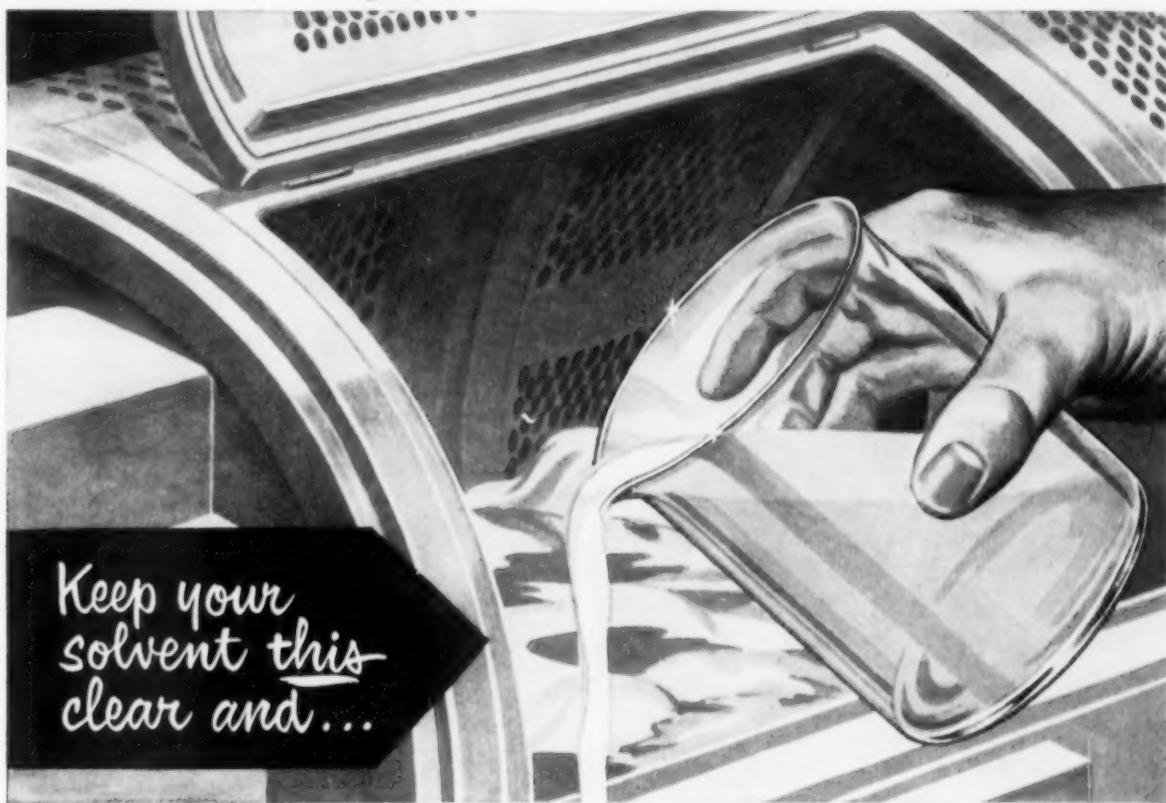
Display Shelves Make It Easy To Buy



An open display case increases "impulse purchases" at Presto Valet Cleaners in Springfield, Virginia. An important sideline at this plant is shoe repairing. In conjunction with this service are sold related products, such as polish, laces and polishing kits.

These products are in open cases, displayed like supermarket merchandise. The stock is readily available; helps to remind the housewives to pick up these miscellaneous items at the drycleaning plant rather than the supermarket.

Dip into your wheel...



**YOU NEED ONLY 1½% CAL'S CHARGE
TO GET OUTSTANDING DRYCLEANING!**

You'll be amazed at the results Cal's Charge will give you . . . you retain clean solvent . . . compare the brightness, whiteness and color with garments cleaned in 4% concentrations of other charge soaps. In addition, you'll be using a soap that'll hold up for days without any change in soap percentage, continually giving you top quality cleaning on all regular items on the charge alone.

Hard to clean clothing . . . work pants, play suits, sport shirts . . . are a 'snap', too, because Cal's Charge gives you a double soap run when recommended wet stock is added. You actually have a 'batch' soap as well as a water carrier with Cal's Charge **BUILT-IN MOISTURE CONTROL**.

ASK YOUR JOBBER FOR THE SOAP SPECIFICALLY DESIGNED FOR CHARGE SYSTEMS. He'll supply Cal's Charge in 55, 30, 15 or 5 gallon drums.



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

FAST SURE SAFE

That's Wilson's

...the modern all-purpose titanium stripper
that knocks out dye stains of any color

GO MODERN. GO YellowGo. It's the product you need for efficient removal of all types of dye stains. Versatile—YellowGo takes out red, green, yellow, blue, purple, brown and black dye stains. All-purpose—you can use it on colored garments as well as whites. Safe—you can follow and control YellowGo's action. No heat required for most stains. Can be used on the board, in a bath or in a laundry wheel.

Ask your jobber for YellowGo...and handy
FREE spotting bottles

A. L. WILSON CHEMICAL CO., Kearny, N. J.



*In either bottle...your best bet for
efficient dye stain removal*

When it's a WILSON "GO" product it's a better stain remover...because it's made by stain removal specialists, backed by 30 years of leadership



"are our only business"

DRY STORAGE?



No Costly Refrigeration!
No Costly Installation!
No Costly Insulation!
Inexpensive Construction!

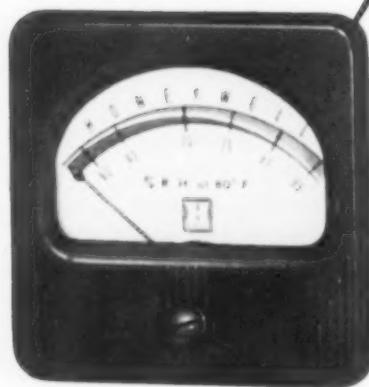
You save *thousands of dollars* with this new storage concept by Reliable Machine Works. For cloth, wools, boxes, furs and rugs. Write for details.

Reliable Machine Works, Inc.
231 Eagle Street
Brooklyn 22, New York

End complaints—now get consistently

FINER CLEANING.

New Honeywell Electronic Control Panel gives you the ideal solvent humidity at a glance—cuts labor costs in pressing, spotting and washer operation!



Direct reading indicator tells you at a glance what the humidity is in your washer. And response of the W-404 is immediate—there isn't any time lag.



You get consistently fine cleaning *only* if your solvent relative humidity is correctly matched to the needs of each clothes load. And now for the very first time, Honeywell's new Relative Humidity Control Panel gives you complete, sensitive and accurate control of your solvent, plus immediate visual indication.

This means less spotting, wrinkling and shrinkage—brighter colors, fewer breaks . . . less color bleeding and fabric piling. You save labor costs because your presser and spotter spend less time on each garment—have fewer reruns. *And the system is so easy to operate, your washer operator doesn't have to be an expert.*

The Honeywell W-404 can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is needed.

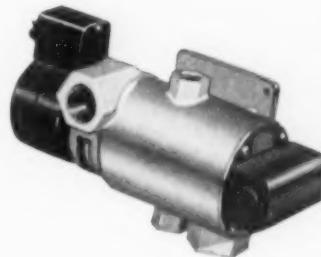
Get full information on the Honeywell system. See your soap or washer manufacturer, call your local Honeywell office. Or write directly to Honeywell, Dept. ND-2-45, Minneapolis 8, Minnesota.

...AT LESS COST!

*These outstanding controls complete Honeywell's
Electronic Relative Humidity Control System*



*Exclusive Honeywell
electronic gold-grid humidity
control—reacts immediately
to adjust to slightest
humidity variation in your
cleaning solvent. You're
sure of right water supply
all the time. Water is
added the exact instant
the clothes need it.*



*Exclusive Honeywell Vapo-
laser—Accurately senses
the relative humidity to
give a precise measure of
the water content of the
dry cleaning solvent
mixture. Always insures a
correct metering of water
into the washer.*

And in drying—make it easier, safer, economical with HONEYWELL'S TUMBL- TROL^{*} Tumble Temperature Control Panel

Reduce lint too! Now, with the Honeywell Tumbltrol^{*} all the operator needs to do is set two simple dials (one for the time and one for the material) to correspond to the needs of each load—then walk away and forget it. The drying process will be automatically guided through its cycle to perfection, controlling the temperature for the exact interval of time you have selected. Honeywell controls are also available for stills and solvents. If you have Stoddard plants, ask about our pneumatic panels.

*trademark



*You can now order your next washer already packaged with
Honeywell's Humidity Control System*

MINNEAPOLIS
Honeywell

111 offices
across the nation



First in Controls

GADGETS and GIMMICKS

Lunch Area Boosts Employee Morale



When a new addition was made recently to Richards Cleaners in San Pedro, California, space was provided for employee recreation. The new lunchroom boasts piped-in music, a 24-cup coffee urn, soft-drink dispenser

and refrigerator among its attractions.

A cabinet, counter give extra space for preparing luncheons and storing china. The redwood picnic bench and good lighting are added touches that the employees enjoy.

Efficient Pump Arrangement

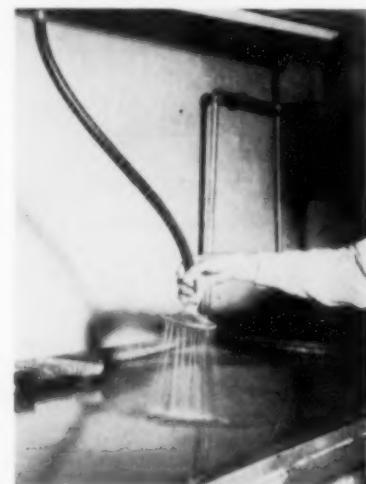


Complete flexibility of solvent flow aids production at Profile Cleaners, Littleton, New Hampshire. The two pumps at the left handle the soap tank and filter and the rinse tank with its filter.

One line on each pump draws solvent from the bottom of its respective tank. The other is used on precoating. This line is connected to the flow line immediately after the button trap, provides efficient, quick precoating.

The pump at the far right is a service pump. It transfers reserve solvent to either the soap or rinse tank. This pump is also piped into the soap and rinse flow lines behind the button trap on the washer. In case of failure of either of the other two pumps, a simple piping change will enable the service pump to circulate solvent through the desired filter. Unions have been provided in all lines to facilitate this change should it be needed. All lines are easily accessible and production can be continued in a matter of minutes.

Foot Operates Handy Spray



A simple idea makes wetcleaning easy at Comb's Cleaners in Fresno, California. The scrub table has been equipped with a foot-operated valve to control the flush water. This leaves both hands free, making it easier for the operator to handle the garment.

A section of garden hose fitted with a fan-shaped spray head hangs from a pipe over the high end of the scrub table. It allows the cleaner to direct the spray to any part of the table if need be.

A length of pipe, hinged at one end, runs along the floor. One end of the pipe is raised off the floor a few inches. A small rope and pulley arrangement connects to the water control valve. This pipe pedal enables the worker to turn on the water from any point along the table.

BIGGER capacity

dries FASTER



Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth . . . and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

HUEBSCH MANUFACTURING CO.
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH '42"

OPEN-END TUMBLER

"Please send, marked to the attention of the writer, a reprint of your study, 'The Charged System Round-Up' as published in December 1956, the NATIONAL CLEANER & DYER."

H. KOHNSTAMM & CO., INC.
Chicago, Ill.

"May I congratulate you on a most difficult job well done. Your 'Charged System Round-Up' was an important milestone in the development of a trade journal of wide esteem carrying always sound significant and independent editorial policies."

Stamford Chemical Company
Stamford, Connecticut

"Gentlemen:

Will you please send me the names of manufacturers A. C. G and ???"

BEVERLY CLEANERS
New York, New York

". . . can honestly say that evident hard work done by Editor Schuelke in the survey and resulting excellent writeup set new standards for trade journals and their editors."

H. J. FORNWALT
Atlas Powder Company
Wilmington, Delaware

"Please send two reprints of the article about the charged system and manufacturers' recommendations."

TOWN & COUNTRY CLEANERS
Chagrin Falls, Ohio

"Please send me the names of manufacturers in the charged system article in your December NATIONAL CLEANER & DYER: B, E, H, K, N." JACK B. SILVER Bronx, New York

As Usual, **National Cleaner & Dyer** **Leads The Way**

The comments on these two pages prove once more that when NATIONAL goes into action, things happen.

Our December issue, with its big story on the "Charged-System," had only to reach readers and advertisers to start a flood of endorsements, congratulations and thanks for a job well done.

One letter says we've "set new standards for trade journals and their editors" . . . another says we've produced "the greatest article" we've ever printed . . . another says we've "rendered the industry a tremendous service" . . . still another cites our "always sound and independent editorial policies."

Only a few days after the "Charged-System Roundup" was published, a generous supply of tear sheets on the article was exhausted by readers' demands, but . . .

"Just a note to comment on your efforts with the 'Charged System Round-Up.' I think that you did quite a comprehensive job and the results are most interesting."

EMERY INDUSTRIES, INC.
Cincinnati, Ohio

"I have just received my December copy of your magazine and want to compliment you on the excellent coverage of the charged system."

"You have rendered the industry a tremendous service in rounding up the thoughts and principles by which the 15 leading detergent manufacturers operate.

"There are several people in my organization who would benefit from such a complete report. Hence I would like to place my order for 5 copies each of your basic article as well as the one on the NID and the charged system.

"I hope that our paths will meet at the next National Convention when I can convey my personal congratulations to you on a job well done."

KARL T. KRANER
Atlas Powder Company
Wilmington, Delaware

"Your charged system round-up is the greatest article ever to be printed in the NATIONAL CLEANER & DYER. I would like to have the names of the following companies: D, F, J, L, M, O, NORMAN ABRAHAMS Bronx, N. Y.

"Please send us the names of the manufacturers of detergent used in your December issue. We would like manufacturers L, H, J and N."

ACME CLEANERS & TAILORS
Price, Utah

The article is now available in manual form!

To meet a landslide of unfilled orders, we've reprinted the piece as a further service to the industry. Copies, as many as you wish, are available at \$1.00 each (reduced prices for quantities on request.)

Our appreciation and congratulations to the scores of readers and advertisers who are putting our story on the "Charged-System"—and the newest scientific drycleaning methods—to work in building greater consumer acceptance of our industry's services.

You get editorial leadership like this only in

NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

ABC/ABP

A FEATURE WORTHY OF YOUR ATTENTION: You'll want to read the complete coverage of the controversial 'Charge System' in the December issue of NATIONAL CLEANER & DYER. A great deal of research and 'leg work' have gone into this contribution and you'll find it one of the most informative works yet to deal with this subject. This one issue alone, to say nothing of the yearly GUIDE-BOOK, is more than worth the low yearly subscription of \$4.00." ST. LOUIS DRY CLEANERS EXCHANGE "Exchange News" St. Louis, Missouri

"What I want to know is will you identify the manufacturers for me, A to O inclusive? I am going to install a synthetic system. Now, if you will identify the manufacturers for me it will save me much time and letter writing. This way I will know whose soap I will want to use, and what equipment is needed, single or double bath."

METTEN CLEANERS & TAILORS
Effingham, Illinois

NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

Please send me _____ copies of the manual, the "Charged-System Roundup" at 1.00 each.

My remittance is enclosed (_____).

Please send me prices on the following quantity:

Name _____

Firm _____

Street _____

City _____

State _____

LEGAL DECISIONS

By A. L. H. STREET

Authority of Labor Conciliator

In a case investigated by him, can a state labor conciliator legally designate the union with which a drycleaning firm must bargain?

In the facts presented at hearings by the Minnesota State Labor Conciliator, this official was declared justified in designating a labor union as bargaining agent of a cleaning firm's employees. So decided the Minnesota Supreme Court in the case of *State v. Hanson*, 78 N. W. 2d 679.

A union agent secured from employees of Dison's Drive-In Cleaners & Launderers, Rochester, Minn., cards signed by them individually indicating their desire that the union represent them. Under the Minnesota Labor Law this made it the duty of the State Labor Conciliator to investigate.

After a hearing by him, attended by representatives of the union and the cleaning firm, the conciliator interviewed the employees and learned from them that a majority desired the union to represent them. Over objection by the firm that the question should be submitted to a secret employee vote, the conciliator declared the union to be bargaining agent.

On appeal to the Minnesota Supreme Court, it was decided that the conciliator had acted within the powers given him by law.

Customer Safety

To what extent is the drycleaner liable for injury suffered by patrons on his premises?

Ordinarily, a business visitor to a cleaning establishment assumes the risk of injury if he or she uninvitedly wanders upon a part of the cleaner's premises not set apart for use by visitors. So, usually, the cleaner will be in the legal clear if he sees to it that the place where customers come to leave or pick up garments has no slippery spots or pitfalls in it.

A decision by the Massachusetts Supreme Judicial Court shows that great care should be used for the safety of persons invited or permitted to go into the plant proper. (*Giacomuzzi v. Klein*, 88 N. E. 2d 548.)

Mrs. Giacomuzzi went to the defendant's cleaning establishment to pick up a pair of her husband's trou-

sers. Because she had forgotten to bring with her the receipt check that had been given for the garment, the clerk asked the plaintiff to accompany her into a back room where garments were hanging on racks.

The room measured about 16 by 20 feet. Situated in one corner was a small trapdoor over a basement stairway, and it had been left open by the clerk. In walking toward a rack, Mrs. Giacomuzzi fell through the trapdoor and was injured.

The court decided that the judge of a lower court improperly dismissed her suit for damages and ordered a new trial on the ground that it was for a jury to say whether defendant had used due care for plaintiff's safety and whether the plaintiff herself had exercised proper caution.

The following summary of rules of law laid down by the Supreme Court jibe with those recognized by courts in general:

"The defendant owed the plaintiff, as a person invited to enter the room on the business of the defendant, the duty to exercise reasonable care to see that the premises were in a reasonably safe condition or at least to warn her of dangers which in the exercise of reasonable care she might not discover and of which the defendant knew or ought to have known

"It did not appear that the clerk was not authorized to invite the plaintiff to go with her into the back room,

but if not actually so authorized it was within the clerk's duties to ask assistance in identifying the pants and so far as plaintiff was concerned this constituted the clerk's real authority

"There seems nothing . . . that should have caused the plaintiff to believe she was restricted in her movements to any particular part of the relatively small back room where the clothes were hung."

In determining whether the plaintiff failed to use due care for her own safety it could be considered that while the opening was obvious to one who might look at the floor, it was somewhat concealed by the clothes hanging on the racks and the plaintiff's attention naturally would have been centered on the clothing.

Street Advertising Ban

Can a drycleaner use his truck for specifically advertising purposes?

No, according to the New York City Magistrate's Court, Borough of Bronx, Traffic Court (155 N. Y. Supp. 2d 851), in a case that arose in connection with a drycleaner of that city.

A New York City ordinance forbids operation, standing or parking of a vehicle on a street for advertising purposes, but permits business notices to be put on delivery vehicles while being used for normal delivery service and not merely for advertising. The defendant parked his searchlight truck in front of his cleaning establishment where a grand opening was in progress. There was no advertising on the truck but the searchlight alternately illuminated the adjacent area and the sky.

In deciding that the ordinance was violated, the court mentioned "the ingenuity, imagination, inventiveness, innovation, and the penchant for a novel arresting presentation, which ever characterizes the advertiser in the pursuit of his art," as well as previous decisions to the effect that the ordinance in question closes New York City highways "as a medium in which the advertiser may ply his art."

In a previous case it was decided that driving a team of burros along New York's Madison Avenue for advertising purposes violated traffic regulations!

Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The NATIONAL CLEANER & DYER. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

**Progress
means
Security**



**NOW
is
the
Time!**

When you Expand
**You need SIMPLE
QUALITY CONTROL**

DETREX HAS IT

When you expand you want equipment that requires the absolute minimum of labor and supervision to maintain consistent high quality cleaning. You get this with Detrex. Push-button automatic operation provides you with fool-proof automatic quality control. Detrex's remarkable cleaning quality makes pass-ups all but a tiny fraction of your volume.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. B-70
Box 501, Detroit 32, Michigan

Send me complete information on the Detrex Process and how it will increase my profits.
 Tell me how Detrex can assist me in EXPANDING.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

When you Expand
**You need EQUIPMENT
THAT IS DEPENDABLE**

DETREX HAS IT

With Detrex Equipment in your plant, you'll never have to worry about shutdowns. Detrex drycleaning equipment has 'battleship', vibration-free construction. Never any maintenance worries. Detrex equipment is built to produce volume cleaning year-in and year-out . . . and does just that. Check any Detrex owner and see for yourself.

MORE FACTS?

Mail the coupon for complete information on how the Detrex Process provides you with more dollars of profits. Learn why Detrex is the right equipment for your expansion plans. We'll tell you how easy it is to expand with Detrex equipment.

When you Expand

You need
FLEXIBILITY

DETREX HAS IT

IN INSTALLATION . . .

Because the Detrex Process is divided into two units, one for cleaning and one for recovery, you have greater flexibility in installation. The two compact units can be arranged in any manner that best fits your plant.

IN OPERATION . . .

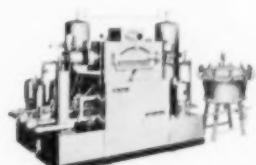
Detrex machines are adaptable to any type of operation . . . whatever your preference. You can have either a standard unit or two-bath operation; soap-to-each-load or no-rinse charge.

IN CAPACITY . . .

With Detrex you can select the drycleaning machine that is exactly right for your operation . . . cleaning volume ranging from 60 lbs. to well over 200 pounds per hour.

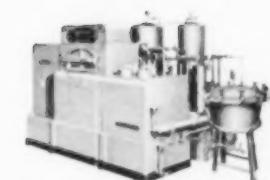
CORONET ▶

60 to 80 lbs.
capacity per hour



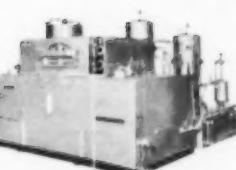
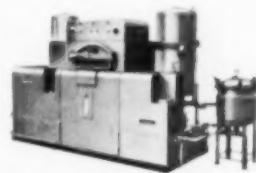
◀ MONARCH

90 to 120 lbs. capacity per hour



DIPLOMAT ▶

150 to 200 lbs.
capacity per hour



AMBASSADOR ▲

Over 250 lbs.
capacity per hour

SYNTH-O-SAVERS ▶

Available in 30 and 50 lb.
capacities. Recovers the maxi-
mum amount of solvent from
every garment after cleaning
. . . more dollars of profit.



SEE
ALL
THE
NEW

DETREX EQUIPMENT

AT THE
N.I.D. EXHIBIT

**ATLANTIC CITY
MARCH 8-10**

**BOOTH
715**

EXPA

The Market is here . . . and *GROWING!*

Your drycleaning market is constantly expanding as America continues to expand and build at boom levels. In every city and town new residential areas are springing up. Look around you . . . there are probably several such areas close at hand. Each of these areas represents a growing market, a new, choice location for the drycleaner who wants those extra profits.

**It's bigger,
more PROFITABLE,**

Most important, these new locations consistently represent more cleaning volume per capita . . . a proven fact. Hundreds of cases. Today's young earners live differently. They have different types of drycleanable clothes, more cleanable household items. These represent big added profit per customer for a drycleaner.

THE TIME IS NOW . . . THE EQUIPMENT

**A
N
D**

**Progress
means
Security**

**It's within your grasp
... with DETREX**

Detrex drycleaning has built-in expansion features . . . such as automatic quality control, trouble-free operation and complete flexibility in operation, installation and capacity. Moreover, Detrex Lease Plan and Detrex Finance Corporation can give big assists now to your future expansion plans.



**NOW
is
the
Time!**

ENT IS . . .

DETREX

SEE REVERSE SIDE →

**SEE
ALL
THE
NEW
DETREX
EQUIPMENT
AT THE
N.I.D. EXHIBIT**

**ATLANTIC CITY
MARCH 8-10**

**BOOTH
715**

EDITORIALS



A banner year for the industry in 1957 was predicted in Dr. Peter B. B. Andrews' economic forecast for drycleaners, carried in the December issue of NATIONAL CLEANER & DYER. The rise or fall of volume is dependent upon general business conditions. From present reports cleaners should do even better than was anticipated even two months ago.

Retail sales the past Christmas hit new all-time highs. In metropolitan New York City, for example, sales were 20 percent ahead of 1955. These sales boosted the volume figures 6 percent over the previous year.

The Chamber of Commerce of the United States reports that new automobile purchases in 1957 should exceed 6.2 million vehicles. That is a gain of approximately 7 percent over 1956, one of the three best years ever for the automobile industry. As the automobile industry goes, so goes the nation.

Most manufacturers in the drycleaning field reflect this same optimistic attitude. Demand for exhibit space at the Golden Anniversary convention of the National Institute of Drycleaning next month has been unprecedented. Extra booth space had to be provided to take care of the demand. Indications are that attendance may set a new mark.

All in all, the future for drycleaners never looked better.

The automobile industry and retailers alike have already laid their plans to take advantage of the lush conditions that lie ahead.

Merchants count on keeping their basic stocks complete, of-

Trading Stamps

There has been a growing concern over the place of trading stamps in the drycleaning industry. There are some who feel stamps are the panacea for all the cleaners' merchandising problems. Some of this is due to the aggressive, intelligent selling job done by the stamp people themselves. Other interest has been generated by less responsible sources.

This problem requires a closer look. First of all, we know of no cleaner who has ever been put out of business because his drycleaner competitor took on trading stamps. In fact, there is no specific case where the cleaner without the stamps even suffered a slump as a consequence.

Every responsible authority in the industry advocates an advertising budget of 5 percent of gross volume. This is to be apportioned over every one of the 12 months, with special emphasis on those periods when people are most drycleaning conscious.

The bulk of this money should be devoted to newspaper ads, direct mail, sales contests and possibly radio or even TV. It is a well-known fact that trade stamps drain from 2 to 3 percent from gross sales. It is further recognized that it takes at least a 15 percent volume jump to show a greater profit because of this high cost.

Then, too, once a cleaner promotes the stamps, he has a bull by the tail. Even though they prove unprofitable, the stamps cannot be dropped without incurring ill will from some customers. Incidentally, those people are anybody's customers.

Cleaners on the average spend only about 2 percent for merchandising. Why they should be convinced to put all their advertising eggs in this one basket is beyond comprehension.

The extra money trade stamps cost might better be spent on the salary of an extra employee to take care of minor repairs. Perhaps more help in the final inspection department might be in order, too. The completely wearable garment will build solid customer acceptance. Not so with the stamps.

fering good values, having a flow of promotable items, promoting aggressively and *emphasizing credit* as a selling tool. They are aware of the willingness of the public to "trade up." To buy more expensive goods is still a dominant trend. Customers are more interested in quality than price.

Newspaper advertising will play a big part, as usual, in the spring selling plans of department, spe-

cialty and chain stores. Many stores will invest more money in newspaper advertising this year.

If our industry is to reap its share of the market in 1957 we had better take a cue from our real competition, the other merchants. The same tools that will give them a big year can work for us, too. Quality work, charge-account business and aggressive advertising are important keys to a successful drycleaning business.

-CAMPAGNE ET LE DEGRASSEUR-

HERE IS HOW IT ALL

Drycleaning founded on craftsmanship and chemistry. Legend of Frenchman Jolly Belin belied by new research

By SIDNEY M. EDELSTEIN

DIRT IS MANY THINGS to many people. The word conjures up a host of things, both good and bad. To the farmer, it is nature's factory—the source of the world's sustenance and of his own livelihood. To the research scientist, dirt may mean a treasure box of new antibiotics for conquering disease.

To the average person, however, and to those of us concerned with color and textiles, dirt is something undesirable. Its presence takes away the pleasantness of our surroundings and masks the beauty of our clothes and fabrics. Cleanliness is an accepted thing today, and as a matter of course billions of dollars are spent to maintain cleanliness in our homes, in our buildings, in our clothing and on our own persons.

Today no speeches need be made against dirt and the expression, "Cleanliness is next to Godliness," is rarely heard. This was not always so. Only a hundred years ago, a well known writer was forced to cry out:

Four-fifths of mankind live in dirt, and lose a large part of their health in consequence. What is it that robs the working classes, in many of our large towns, of nearly half their natural term of life? Dirt, dirt on the person, in the houses, in the streets, and in the air. What is it that makes the children fretful, impatient, and bad tempered? Dirt again. What is it that keeps rich people from associating with the poor, from sitting by them at meetings, or letting them come to their houses? Often, not so much pride, as dirt. What is it that destroys self-respect, makes men careless and degraded, weakens the natural restraint of modesty? Dirt, again. What is it that makes the prettiest face ugly, the finest clothes tawdry, the cleverest man disagreeable, and the most splendid house uninhabitable? Dirt, again.

Now as textile technicians, our interest in dirt centers mainly in those industries concerned with the cleaning of textiles. As historians, our interest might naturally be concerned with the origin of these industries. Our interest could easily center on laundering for

its beginnings go back to very ancient times and have been thoroughly studied.

The origins of the drycleaning industry, however, have not been critically examined. Stories about the beginning of this industry which does nearly two billion dollars of business per year, in the United States alone, are based on hearsay, conflicting legends and inaccurate information. Certainly such an important industry deserves our spending time in looking

About the Author

Dr. Sidney M. Edelstein is one of American industry's outstanding historians. He has headed the division of the history of chemistry for the American Chemical Society for more than 10 years. He is a scholar, linguist, an accomplished writer and withal a highly successful businessman. He is president and technical director of Dexter Chemical Corporation, New York.

For the past several years Dr. Edelstein has engaged in historical research in the textile wet-processing field. On his many trips to Europe he has uncovered rare manuscripts and books dealing with our industry. Now, for the first time, the real history of the development of the drycleaning craft is available to you, thanks to Dr. Edelstein.

Dr. Edelstein has documented for the first time references to some of the earliest uses of organic solvents for clothing care to be found in historical literature. In doing so, he has thrown new light on how our great modern drycleaning industry began. The drycleaner will find a new source of pride in learning of his descent from a craft much older in time than had been supposed. The National Institute of Drycleaning commends Dr. Edelstein for his fine work in this paper.

—ALBERT E. JOHNSON,
Director of Trade Relations,
National Institute of Drycleaning

BEGAN

into its antecedents. In our discussion we shall point out that the drycleaning industry is not the result of some crude accident which took place in the middle of the nineteenth century. Rather is it the result of developing skills over a long period and of a trade which received acceleration at certain times due to special economic developments.

While drycleaning has been defined in a general way as "A cleaning of textiles in an organic solvent," perhaps the accepted definition today is the one that says:

Drycleaning is a method of cleaning wearing apparel, household furnishings and other textile materials by means of immersion and mechanical action in dry solvents.

The removal of spots and stains which do not come out easily in the solvent treatment is also considered a part of drycleaning. Thus, drycleaning is eminently connected with the action of organic solvents in cleaning textiles and with supplementary methods for removing spots and stains. While, unquestionably, modern techniques are reducing the importance of spotting, at one time it was preeminent. As we shall see, spotting, antedated solvent cleaning, and the use of organic solvents for removing

grease and oil stains fathered the modern drycleaning industry.

To begin our story, let's take a look at the information on the origin of drycleaning furnished by various sources.

A recently published brochure on the drycleaning industry says:

One day a servant with clumsy hands spilled a turpentine lamp on a beautiful tablecloth. To everyone's amazement the turpentine caused a large area in the cloth to become bright in color and very clean. . . . This all happened less than a century ago. . . . Jolly Belin, a Frenchman, opened the first drycleaning plant in 1845. He used benzene, or benzol, that had been developed by some of the early and now famous chemists.

ideal solvent, for it left greasy traces of its own; therefore tests were made with turpentine, then with benzol, derived from coal tar. It appears that in the beginning the discovery served only for removing spots, from which full cleaning by hand developed.

A well-known textbook on drycleaning says:

Shortly after the isolation of benzene, a Frenchman, Jolly Belin, discovered that it would remove grease stains from fabric, after which the dirt that had been held by the grease could be liberated. This was the beginning of the drycleaning industry.

Now, obviously, all of these ac-



FIG. 1. Title page of earliest known printed book on spot removing and dyeing. Published in Mayence, 1532.

The French Federation of Dyeing and Cleaning reports:

The first to apply the use of fuel to drycleaning was Mr. John Baptist Jolly in 1825. Mr. Jolly had bought a cleaning and dyeing establishment from a Mr. Belin. In 1825 Mr. Jolly discovered the principle of drycleaning by accident. His maid inadvertently spilled the contents of an oil lamp over a colored table cover. Mr. Jolly was surprised to find after the accident that various spots had disappeared. Fuel oil, however, was not the

counts cannot be right for they are indeed contradictory. At least, however, we can accept the implications that by the middle of the last century there were people engaged in "drycleaning." For anything more definite we must depend on our own researches.

As a starting point for our historical researches, let us really take a look at drycleaning in the middle of the nineteenth century. Now, our source of information must be authentic writ-

1532—First book on spot removing and cleaning published in Germany . . .

As early as 1690 spirits of turpentine used to remove tar and varnish from fabrics . . .

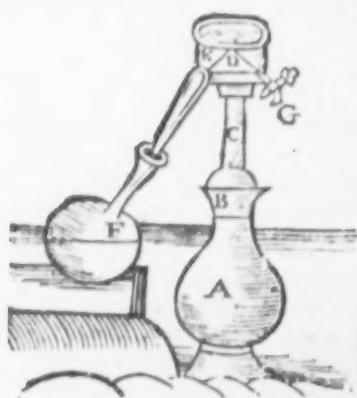
ings of the period. We cannot depend on hearsay for apparently hearsay has been the cause of so many contradictory statements already being widely circulated as to the origins of the drycleaning industry.

Before us is a large volume entitled,

French way, just to please them, and they think it must be good because it has a French name. English and Watson's camphene is considered the best for drycleaning on silks. The French know no more of cleaning in camphene than the English, and the reason is simply this: camphene as it comes from the makers

A scouring board for French cleaning ought to be six feet long, three feet wide, one inch thick, and made of American pine without splits or knots, and very smooth and strong; one side of it to be covered with green or drab cloth, fastened by tin tacks to the edges and ends of the board, and made as tight and as smooth as a billiard table. The other side is to have no covering on it; this way it will answer two purposes in French cleaning, as will presently be seen. With this board three brushes will be wanted to work the camphene, which brushes can be bought at Mr. Lilly's brushmaker, Wakefield Street, Regent Square, Bloomsbury, London, he makes all the brushes used for dyers, scourers, and French cleaners, where they are always ready; other brushmakers do not understand our want in brushes so well as he does, for he makes it his study and has the trade. They are not unlike the white hair brush with taper ends, used in dusting and brushing coach linings. There must also be a sponge, clean flannels, also clean India cloths. When all these things are ready, the French cleaning may be commenced and continued with a certainty of success. King, Seymour street, Euston Square, and Legg, Wardour street, Soho, sell English and Watson's camphene, and almost all oil shops and drysalters in London and the principal towns in the country sell it. When the camphene has cleaned the work, and is too dirty to be used again, it is taken back to the shop it was bought at and exchanged for clean. The camphene is sold in sealed tin boxes or cans, in quarts, half-gallons, and gal-

BOOK I. of the Art of Distillation. The first of an Almanick.



- A,** Signifies the vessel which must be of Copper, in which the matter is contained; and which must be set over a naked fire.
- B,** Signifies the Belly that is subjoined to the Neck, that the Neck may the more conveniently be applied to the large mouth of the vessel. But it may be so ordered that the mouth of the upper vessel and lower vessel may be so fitted that they shall not need this Belly.
- C,** The long Neck of the upper vessel whereby the spirit or water passing is somewhat coo'd.
- D,** The head. **E,** The vessel that compasseth the head, into which cold water is continually poured after the heating.
- F,** The long receiver. **G,** The top or Cock letting out the water when it is hot.

FIG. 2. Apparatus for preparing spirits of turpentine in 1653. From French's "The Art of Distillation."

"The Art of Dyeing, Cleaning, Scouring and Finishing, on the Most Approved English and French Methods," by Thomas Love. Our copy is "The Second American Edition, Philadelphia, 1869." The first and second editions were published in 1854 and our American edition is really a reprint of the second English edition of 1854. Since it certainly would have taken Love several years to accumulate his information, we have before us a true picture of the state of the drycleaning art in Europe about 1850. Love says:

French cleaning, as it is called, has no more to do with the French nation, than it has to do with the English, but everything must have a name. It would not do to call it Scotch or Irish cleaning. Nol Nol! That would not go down with the fashionable classes, so when we want to clean in camphene* we tell our customers this work must be cleaned the

* Spirits of turpentine has been called at various times oil of turpentine, spirits of turpentine, spirits of terebenthene, camphene and turps.

must have nothing added to it; if you put water, spirit, or soap in it, or any alkali, it is spoiled. It cleans all sorts of silk fabrics, when not very dirty, in such a manner that nobody would ever think they had been wetted; to clean them properly, they must be passed through one, two, or even three separate liquors of it. It neither changes or alters color, but it takes the dirt, oil, and grease out of silks, cotton, and wool, assisted by labor, and the work must not be rinsed or spirited after it has been through a liquor of it; after that it must be sheeted up dry directly, but it will not clean work that is too much worn or soiled, that must be taken apart and cleaned, in what is called the English way, and a very good way it is, for it takes all the grease and dirt out of it effectually, and improves both silk and color when done with judgement and care. [Here Love refers to the age-old method of cleaning by washing with soap and water.]

The equipment and materials needed a century ago for drycleaning are described by Love:

SECRETS CONCERNANT LES ARTS ET METIERS.



A PARIS,

Chez CLAUDE JOMBERT, Quai des Augustins, à la descente du Pont Neuf,
à l'image Notre-Dame.

M D C C X VI.
AVEC PRIVILEGE DU ROY.

FIG. 3. Title page of "earliest book" showing use of drycleaning solvent (1716)

1716—Spirits of turpentine appears in France as "drycleaner" for grease and oil stains on fabrics . . .

lions. These tins must be paid for or returned.

A final picture of the drycleaner's need for skill and the great care with which he treated a garment a century ago is obvious in Lové's instructions on cleaning a whole silk or satin dress:

The safest way to dry-clean a silk or satin dress of any color is, to take the body off the skirt, and clean each part separately. If the dress is a valuable one, take off the sleeves also. When they are clean, remake them, all the French workmen do it, why not the English, let us follow a good example no matter where it comes from.

Have two clean earthen vessels that will hold two gallons each, and put half a gallon of camphene in each; have a smooth board, six feet long and three feet wide, suitable brushes, and four or five clean sheets. Be very particular about the sheets being dry and clean. Your sheeting board is not to be encumbered with all your sheets on it, have only one on it. Some people make a dreadful mess of their work with the best intention, from their slovenly habits, such people must bear in mind the song of Darby Kelly—

"That in his wrist he had the twist."

Begin by cleaning the body first. Put the body in the first liquor of camphene, then lift it onto the board, brush the inside well, and then the outside. When this has been done, put it back in the first liquor of camphene, then in the

second, and let it drain over the second a minute; spread a sheet on the board, lay the dress on it, and directly begin and rub it dry with the clean Indian cotton cloths. While rubbing it, keep it smooth and shape it, so as that, when dry and cleaned, it will look as if it had not been wetted. Take the sleeves next. Clean them in the same manner as the body. The skirt comes next, one after another, and it is to be cleaned exactly in the same manner as the body and the sleeves, by passing it through the two camphene liquors, brushing and sheeting it up dry before leaving it. Dispatch is the life and soul of this work, as the camphene is of such a drying nature that it requires great expedition in the cleaning. When the dress is done, it must be hung up for some hours in an airy room. The smell of the camphene will come off in a few hours in a very hot stove room. The best method is to clean the camphene work in the afternoon and hang it by the stove all night to take the smell off. Any silk or satin dress can be cleaned whole by this method, but it is safer to take the skirt off the body, which most cleaners do that intend not to be beat.

Now at this point we have determined with certainty that in the middle of the last century there was a highly organized system of drycleaning using spirits of turpentine as the solvent. But, we still know nothing about the origins of this industry. There are certain threads, however,

which we can follow, or should follow, back into the past, in order to determine where and how drycleaning started.

First, we must consider the drycleaning solvent itself. From Lové's work we find that in the middle of the last century, spirits of turpentine was the solvent being widely used. While benzene had been discovered in 1825 by Faraday, it did not become an article of widespread commerce until several years after 1850. The development of solvents from petroleum and particularly gasoline occurred at even a later date. Hence, if we are to look into the history of drycleaning solvents, then we must choose spirits of turpentine as our main interest.

As another thread into the past, we must take a look at spot removing or cleaning itself. Many books of recipes and secrets written through the centuries have devoted space to the subject of cleaning and spot removing. In fact, even many centuries ago the subject was of enough interest to cause the publication of special books. As time went on, rather large treatises were devoted wholly to the subject of cleaning and spot removing.

To follow our two threads backward, we must therefore trace the story of spirits of turpentine and its uses through many books on pharmacy, chemistry and technology which

les Arts & Métiers. 469
dans du vinaigre en peinture de savon blanc.
Pour biter les taches d'huile sur le satin &
autres étoffes, & même sur le papier.

Si la tache n'est pas vieille, prenez de la cendre de pieds de mouton calcinée, laquelle encore chaude doit être mise dessus & de flous la tache; & ayant mis par dessus quelque chose de pesant, on le laissera ainsi pendant la nuit, & si la tache n'est pas bien empêtrée, il faut remettre de nouvelle cendre récente une seconde fois.

Boulettes pour biter les taches.

Prenez demie livre de savon, quatre onces d'argile, & une once de chaux vive le tout étant détrempé d'un peu d'eau, on en fait de petites boules dont on frotte les taches qu'on lave par après.

Pour les étoffes de soye.

On frotte les taches, sur la soye, d'essence de cérébenthine, cet esprit s'exhalé, & avec soi emporte l'huile de la tache.

Pour remettre les passimens d'or & d'argent en leur première beauté.

Prenez un fiel de bœuf & un fiel de brochet, méllez les avec eau nette, & en frotter le voile ou or ou argent, & vous le verrez changer de couleur.

FIG. 4. The "earliest" solvent drycleaning formula



FIG. 5. Frontispiece (above) and title page (at right) of early laundry book. Published in Leipzig in 1730

Commodes
Und beständig währendes
Wasch-Büchlein,

Darinnen

Alles Wasch-Geräthe

Derer Mannes- und Weibes-Personen,
und zur Haushaltung gehöriges, vom Grösten bis
zum Kleinsten enthalten, das man alle Güte, ohne vieler
Schreiberei, in geschickter Kürze, genau bemerken, und
wieder anfleischen fan;

Sonderlich auch

Ein Kern fürstlicher Künste/

Wie nemlich

Die Wäsche von aller hand Elen-Dinten-Fette
und andern Flecken zu reinigen; goldene, silberne
Gegen, Tücher, Draper, auch weiße und schwarze, glatte
und brauer Hör zu waschen Flecken von Wagendräder, Stoß,
Del, Weise, Dinte ic. auf Seide, Seiden zu den und leinen Kleidern,
zu bringen; Kleider und Bettwäsche zu Matten zu bewege
zu; Ritter und Wäsche widerstreitend zu machen; Perlen,
Edelsteine, Gold- und Silber-Geschmeid wider aufzu
pauen und auf das Schädel geschnitten.

1730
Zu finden, bei Johann Christian Hartmann,
Büchlein.

1800—Turpentine was widely used by European establishments for textile cleaning

have been published through the ages. Simultaneously, we must examine the books of secrets, formulae, recipes, home economics, cleaning, scouring and spot removing that have also appeared in great profusion through the centuries for references to the use of spirits of turpentine or other organic solvents for cleaning or spot removing.

It is never possible to make certain that every available book, pamphlet or item concerned with the subject has been examined. All that one can do is to examine a number of the well-known books and some of the more obscure things published at many different periods with the hope of finding a connected and reasonably accurate story.

Probably the oldest printed book on spot removing and dyeing is a little 12-page volume printed in Mayence, Germany, in the year 1532. A literal translation of the German title says:

To remove all kinds of stains and specks from clothes, velvet, silk, gold wear, dresses, whether these spots are from fat, oil, or wine or the like; and to effect this removal in an easy way without damage, with water or lye. Moreover, also how to restore the dyeing of a fabric that is faded and also how to dye yarn and linen fabrics as well as wool and bone material in various shades. (See Fig. 1.)

Our particular interest in this little volume rests with its formulae for removing grease or oil stains from fabrics, for the very beginnings of dry-cleaning must lie in the use of an organic solvent for the removal of such stains. Unhappily, none of these formulae are based on the use of organic solvents in any remote way whatsoever. One formula for removing grease or oil out of white cloth says:

Take whale of milke sodden with floure, steep your clothe in it so farre as to the spotte the space of a night, then wash with faire river water, and hang in the sunne.

Another formula for removing grease and oil says:

Take water that peas have been soaked in and steep your cloth where the spot is in it and then wash with clean river water.

Another and probably more efficient formula says:

Take cold lye with cream of tartar and water and wash your cloth in it.

Since this particular little book was reprinted in its entirety for almost a century in the popular and famous "Secrets of Alexis" as well as in other books of secrets, one must assume that it was the authority on spot removing in the first half of the sixteenth century. Therefore we must assume that the use of an organic solvent for removing spots was not generally known, if at all, before 1532.

Now, to another famous but rare book of the period dealing with the preparation of medicinal waters and balsams. This book is entitled, "The Treasure of Euonymus," and was published in London in 1559. This volume contains the technical lore on distillation and the preparation of medicinal waters of the famous Gesner. The "Treasure" devotes two pages to "oyl of turpentine" and describes several methods for its preparation by distillation of the turpentine itself. On its use Gesner says:

Some commend oyly of turpentyn for the grief of the stone.

And also:

To put awai skars, or rather to asswage and mollifie them, oyly of turpentyn doth chieflly profit, except those that remain after warts. For they that command this oyly for the putting away the markes of warts, they are deceived.

As to the solvent powers of oil of turpentine, Gesner is silent.

By the middle of the seventeenth century oil or spirits of turpentine had become a well-known article for use in medicine and perhaps its solvent properties were beginning to be recognized. These solvent properties, however, were in connection with the preparation of gum or resin solutions

for use in painting or varnishing. The technique of preparing spirits of turpentine in those early days is clearly given in John French's famous work on the art of distillation. According to French, oil or spirit of turpentine is made thus:

Take of Venice turpentine, as much as you please, of spring water four times as much, let them be put into an alembick, or copper still with its refrigeratory, then put fire under it; so there will distill a thin white oil like water, and in the bottom of the vessel will remain a hard gum called Colophonia, which is called boiled Turpentine; that white oil may be better and freer from the smell of the fire if it be drawn in Balneo, with a gourd, and glass head. (See Fig. 2.)

In 1692 Y-Worth, the successor to the famous John French, also describes the preparation of oil of turpentine in his "Chimicus Rationalis" but Y-Worth also does not know the solvent properties of the spirits of turpentine and does not even mention its medicinal uses.

William Salmon, the famous writer on medicine and pharmacy, who wrote in the last quarter of the seventeenth century, apparently considered turpentine and its derivatives of great importance. In one work he devotes a whole chapter to the subject of turpentine. Speaking of spirits of turpentine he says:

The aetherial and subtil oil commonly (but improperly) called spirit of turpentine, for that it is fat, unctuous and inflammable, and is nothing else but the volatile and mercurial salt of turpentine, acid and sharp, and a dissolvent of tartarous substances. This spirit deserves esteem for its balsamick astriction which never hurts or prejudices, the nervous and membranous parts as all other sharp and acid spirits do. It lenifies and sweetens by its balsamick quality and through the help of its detergents, mundifies strongly and cleanses the viscosities, impurities and other ill dispositions of the lungs, womb, ureters and spermatick vessels, when any hurt happens in those parts or any unclean matter lies lurking in their sinuosities or secret infoldings, which cannot be either removed or corrected by the help of many other remedies. . . .

Does this description mean that Salmon realized or understood the solvent properties of spirit of turpentine and adopted this in the explanation of its medical uses?

For another viewpoint, at the same period, we examine a little volume en-

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Our front cover picture is from the historical library of the Dexter Chemical Corporation in New York City.

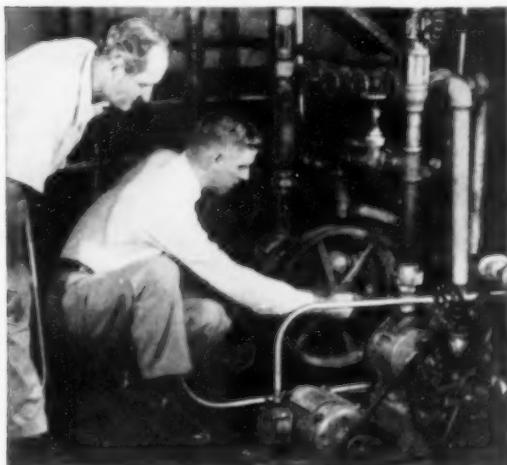
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on your payroll!*

**...and you can put yourself
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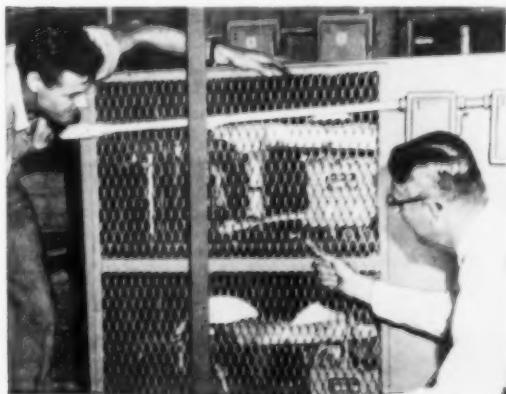


Mr. Thompson, plant owner, checks plans for revamped finishing room with Henry A. Gable, Jr., plant superintendent and George Laumann, Sanitone engineer (center).



George Laumann, Sanitone Engineer, checking pumps in the cleaning room, at Lexington Laundry.

Just one of many checks made by Sanitone Engineers on every call to insure the licensee of producing the HIGHEST QUALITY...this cleaning room was completely laid out by Sanitone personnel.



George Laumann, Sanitone Engineer, checks "solvent cooling unit" recently installed in this plant.

Action typical of the successful application of all phases of the Sanitone operation is seen in this picture story of a Sanitone engineer's visit with Mr. C. L. Thompson, President of the Lexington Laundry, Lexington, Kentucky. Mr. Thompson gives a generous share of the credit for a marked upturn in sales and a substantial increase in profits to recommendations covering the most effective ways to take advantage of all the opportunities wrapped up in Sanitone.

But such service does not stop with increased sales, not even with increased profits. The problem of maintaining the kind of quality which builds long-term customer preference never ends. Plant layouts, planned expansion and improvements in other cleaning procedures also are part and parcel of the Sanitone package, brought to you by the Sanitone engineer as he makes his periodic revisits.

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Mapping out strategy for thirteen week advertising and promotion schedule.

Left: C. L. Thompson, Owner.
Right: George Laumann, Sanitone Engineer.

1839—Spirits of turpentine widely available because of production for use in "camphene" lamps . . .

titled, "Art's Treasury of Rarities and Curious Inventions," devoted mainly to dyeing, spot removing, drawing and painting. In the section devoted to spot removing we look at the recipes for removing grease or oil from soiled fabrics. None, however, mention solvents or spirits of turpentine. The anonymous writer is still depending on the use of soap or alkalies with water. As we turn the pages we are rewarded, however, under the heading, "To take pitch, tar, rosin or beeswax out of any stuff, silk or cloth," we read:

Take oil of turpentine, warm it a little and apply it to the place, suffering it to soak in for the space of an hour, and then gently rub it, and you will perceive the rosin, etc., loosened and instantly to crumble away.

Here is the first recognition of the use of an organic solvent for cleaning textiles that we have found. One would expect it to be just a short step from softening rosin or beeswax with oil of turpentine to removing grease and oil spots with oil of turpentine.

Our short step takes us to France in the year 1716, to the rare but famous book of secrets entitled, "Secrets Concernant les Arts et Métiers," and particularly to Chapter XVI, devoted to "The Secrets of Removing Spots and Stains."

At first our examination of the formulae for removing stains containing fats and oils shows the typical recipes which had been in use for hundreds of years—the use of soap or egg yolk or oxgall with water as the solvent. As we continue, however, we are rewarded, for under a "Special secret for removing grease and oil spots from silk stuff," we read:

One rubs the spots on the silk with spirits of turpentine, this spirit evaporates and takes with it the oil in the spot.

Here in France in the year 1716, in a book which contains the accepted trade secrets of the time, is a clear recognition of the solvent properties of spirits of turpentine and its recommendation as a drycleaner for silks. *Thus, there is no question but that the very beginnings of drycleaning go back at least to 1716. (See Fig. 4.)*

Now the fact that the use of spirits of turpentine as a drycleaning solvent

was published in a very popular book in 1716 does not mean that this information became immediately known throughout Europe. Looking through a little laundry book containing recipes for stain removal and published in Leipzig about 1730 reveals no mention of the use of spirits of turpentine for removing oil or grease stains. Perhaps the fact that this book is concerned mainly with laundering in the home could mean that there was no need for any special solvent methods for removing the oil and grease stains. (See Fig. 5.)

Now getting back to our main investigation, one would expect that the chemical books of each period would contain even more detailed information about specific substances than would the books of the craftsmen or books of secrets. Certainly, one would expect that the important and well-known chemical books of the eighteenth century, when discussing spirits of turpentine, would understand and point out its solvent properties.

Peculiarly enough, this is not so. The famous "Cours de Chymie" of Lemery published in Paris in 1757 discusses the manufacture of spirits of turpentine and describes many of its uses in medicine but there is nothing concerning its solvent power. "The Chemical Works of Caspar Neuman," published in 1773, devotes several pages to spirits of turpentine but no mention is made of its powers as a cleaner or as a solvent. Even Macquer's famous dictionary of chemistry, published in France in the third quarter of the eighteenth century, makes no mention of the solvent powers of spirits of turpentine, and only mentions its medical uses. This is particularly surprising since Macquer was the famous authority on silk dyeing and was intimately concerned with various aspects of textiles.

Even though the great chemists of the eighteenth century were not giving spirits of turpentine its due as a drycleaning solvent, the European housewife was not missing a bet. Witness the following paragraph from "Der Oeconomische Frauenzimmer," published at Leipzig in 1773:

How from velvet, half silk, and file clothes the dirt, oil and other similar foul spots to clean off.

One takes spirits of turpentine and puts a drop on a piece of clean linen

cloth and rubs the stain with it lightly; after this one takes another clean cloth and wipes the spot. Then the fabric is allowed to dry over a stove and if the stain is not gone, this is repeated.

That such information was of particular importance to polite society is indicated by the literal translation of the title page of this work (see Fig. 6), to wit:

The polite lady skilled in economy—showing for an experienced person the most profitable and proper things, which for the decoration and beauty of people as well for the male and also the female sex may be necessary.

By 1806 the "drycleaning" properties of spirits of turpentine were known not only to the housewife but were even being explained to children. Witness the discussion between Mrs. Bryan and Caroline in Jane Marcet's famous "Conversations on Chemistry." On page 312 of the first American edition, the two girls, Caroline and Emily, are discussing the volatile and essential oils and particularly spirits of turpentine. Caroline says:

Such waters (meaning spirits of turpentine) are frequently used to take spots of grease out of cloth or silk; how do they produce that effect?

Mrs. Bryan replies:

By combining with the substance that forms these stains; for volatile oils dissolve wax, tallow, spermaceti and resins; if therefore the spot proceeds from any of these substances it will remove it.

Thus by the beginning of the nineteenth century there is no question but what spirits of turpentine was widely known as a drycleaning solvent for spot removal and widely used. But was cleaning and spot removing a business or was this something practiced just by the housewife?

That the profession of cleaner (*dégrisseur*)^{*} or dyer-cleaner (*teinturier-dégrisseur*) was important in France, at least in those days, is proven by the publication in 1808, in Paris, by the great French chemist, Chaptal, of a book entitled, "Chemical Principles Concerning the Art of the Dyer-Cleaner." In the foreword to this book Chaptal says:

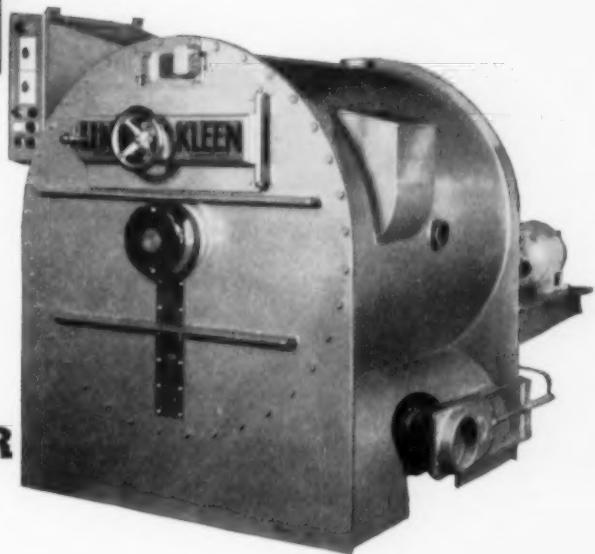
I know that the profession of cleaner doesn't occupy a very eminent place among the arts and crafts but I also know that there is scarcely any other in which the operations are so essentially founded on a knowledge of chemistry. . . . Also, one doesn't deny that the profession of cleaner is not of as great interest

* Homassel writing in 1799 says, "The name *dégrisseur* for cleaner came about because most of the stains which he removes are at least part grease or fat."

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1850—Spirits of turpentine used as immersion drycleaning solvent

to society as that of the dyer which decorates the fabrics which are used for our clothes with brilliant and fast colors. Nevertheless, the cleaner who rehabilitates these changed colors doesn't deserve any less consideration.

One has seen a series of chemists of the greatest standing, such as Leonardi, Scopoli, Struve, Gobert and others occupying themselves with the art of cleaning. I believe that according to their example I can treat this material and I am determined with considerable reason to write these chemical principles on a familiar art and I have a new occasion to prove how chemistry can be applied with advantage to uses which are important to society.

Chaptal's book is a complete and scientific system of spot removing. Spots and stains are divided into basic types and reagents for removing these basic types are given. A system for treating compound stains is also discussed. Finally, the part of the dyer is described, and methods for restoring colors which have been changed by chemical action are given. Final methods involve actual spot dyeing of the portions where the color has actually been destroyed and cannot be recovered.

Under methods for removing grease and oil, Chaptal in great detail discusses the use of alkali, soap, absorbent earths, oxgall and egg yolks—all of which had been used for centuries. Chaptal also points out how certain materials such as absorbent earths or

oxgall may be mixed with sulfuric ether but he points out that sulfuric ether is really too volatile and too expensive to use.

Chaptal advises that the substance most generally used to remove oily stains is "L'huile volatile à l'essence de terebenthine"—spirits of turpentine. Chaptal says that:

This oil dissolves all the fatty bodies, all the resins, and does not alter in general the colors or the fibers. Its odor can be masked with other volatile oils.

From this there is no question but that the established cleaning profession in France at the beginning of the nineteenth century regularly used spirits of turpentine as a drycleaning solvent for removing spots and stains containing grease, oil or wax.

Now, up to this point, in all applications using spirits of turpentine as a drycleaning solvent, the spirits have been applied to the fabric. In none of the writings so far examined has the fabric been immersed completely in the spirits of turpentine. By 1850, however, we find a well-established industry doing drycleaning by a method essentially as we know it today—that is, by immersing the fabric in an organic solvent.

Just when and how did this change-over take place? An examination of LeNormand's practical treatise on cleaning published in 1819 in Paris further closes in on the time of the

changeover. LeNormand shows that in all cases, and for all fabrics, the whole operation of cleaning as done by the dégrasseur of the year 1819 is essentially a spot or stain removing operation. In no case is the whole garment immersed completely in water or in a solvent.

Now, we are finally confronted with darkness concerning the final step whereby the spot removing drycleaning operation of 1819 became the full immersion drycleaning of 1850. Perhaps we shall never know absolutely the exact moment or the exact place where the changeover was made. So far, no books or documents which can be considered authentic by this writer can give us an unquestionable answer.

Then again perhaps there were gradual changes made by many persons over an extended period. There are, however, certain economic facts available which can help us piece together a reasonable story even if it is based partly on conjecture.

Lamp fuel the key

The key to our puzzle is spirits of turpentine, for this material was the only drycleaning solvent readily available. Perhaps in the history of the economic developments of the use of spirits of turpentine for purposes other than for cleaning lies the key to the secret for which we hunt.

For ages the source of light in homes and factories had been either candles or lamps burning whale oil, lard oil or other oils. Increasing needs for better illuminants called forth inventive responses, and in the 1830's a synthetic illuminant superior to whale oil appeared in spirits of turpentine. In Ure's "A Dictionary of Arts, Manufactures and Mines," first published in 1839 in London, under the heading "Lamps" there is this:

The leading novelty under this title is the construction of lamps for burning spirits of turpentine in the place of fat oils which alone have been in use from the remote ages down to the present time. Several patents have recently been obtained for these lamps under the fantastic title, camphine.

Among the many applications of science to the useful arts, for which the present age is so honorably distinguished, few are more meritorious than the camphine lamp, by which we can provide a snow white flame from the cleanly colorless spirits of turpentine—a pure combustible fluid, in place of the smoky rank oils.

For a period from approximately 1830 to approximately 1850, the man-



FIG. 6. Frontispiece and title page of "Frauenzimmer," Vol. II, Leipzig, 1773

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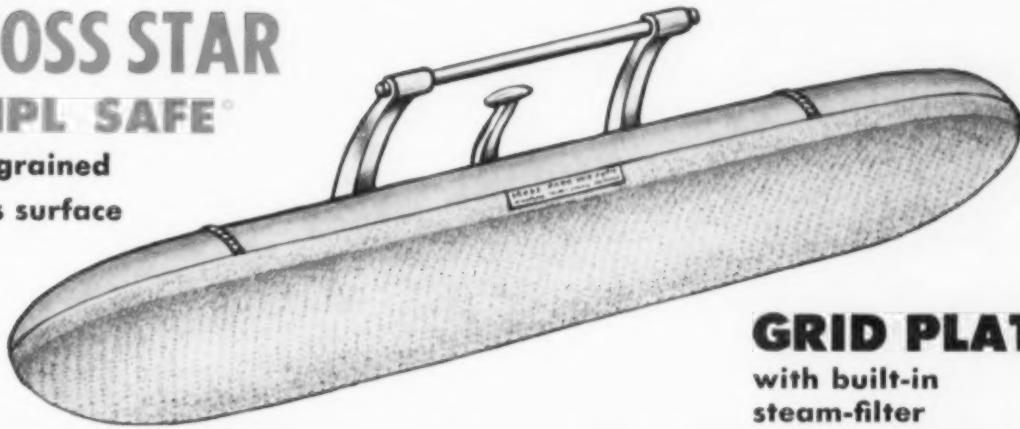
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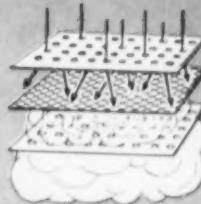
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1857—Benzene starts to replace spirits of turpentine in drycleaning

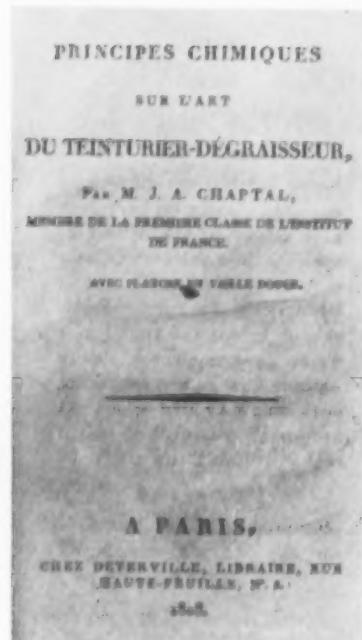


FIG. 7. Title page of Chaptal's famous work on spot removing and cleaning.

ufacture and use of spirits of turpentine as an illuminant increased enormously. A large production of the material was available from the United States and spirits of turpentine became a common article of commerce instead of the expensive drug that it had been for several centuries.

Now, we know that at the time of the great increase in the availability of spirits of turpentine; that is, around 1830, the cleaners of France and other countries, as well as the housewives, were regularly using spirits of turpentine for removing fatty and oily stains from fabrics. Is it not likely that many cleaners, having now this solvent available in quantities and at a cheap price, would at about the same time begin to clean the soiled fabrics sent to them by the easier and more satisfactory method of dipping in the solvent rather than by applying the solvent directly only to the stains? Is it not more likely that a great industry like the drycleaning industry is the result of the normal development of a specialized cleaning industry which had been in existence for hundreds of years rather than the chance discovery of a housemaid? Certainly economic forces have often been responsible for more changes than chance discovery.

We have now completed our circle. We are now back to the 1850's where a definite drycleaning industry along

modern lines is in operation. We cannot, however, fail to continue a bit past the time of the 1850's to see what has happened to our old friend, spirits of turpentine.

There is no question but that spirits of turpentine suffered from a number of disadvantages as a drycleaning solvent. It readily lost its solvent power unless freshly distilled. Second, its use left a definite odor in the goods which was difficult to remove.

Benzene enters picture

In 1825 benzene was discovered by Faraday in the liquid compressed out of illuminating gas. This product remained essentially a laboratory curiosity for many years although in 1834 Mitscherlich had shown how it could be produced by the reaction of benzoic acid and lime. The possibility of benzene as a real commercial chemical was realized in 1845 when it was discovered in coal tar by Hofmann. The first successful commercial method for preparing benzene from coal tar did not, however, appear until 1849. Thus benzene did not become available commercially until after the time when spirits of turpentine was being widely used for immersion drycleaning.

While benzene as a drycleaning solvent had many advantages over spirits of turpentine, it was not used, and could not have been used, as the first solvent for true immersion dry-

cleaning. Spirits of turpentine had become a cheap commercial item when benzene was still an expensive laboratory chemical.

By 1856, however, with the discovery of synthetic mauve by Perkin and with the need for large quantities of benzene for the preparation of the dyestuff, this better drycleaning solvent became widely available and apparently quickly replaced spirits of turpentine. By 1857 W. A. Miller, writing in his "Elements of Chemistry," had this to say under the subject of benzene:

Its solvent power for fats and oils enables it to be used with advantage for removing grease stains from articles of silk or woolen. When benzene is required in considerable quantity its cheapest source is coal naphtha.

At the same time the drycleaning use of oil of turpentine was being quickly forgotten, for Miller under "Oil of Turpentine" says:

It is largely used in the preparation of varnish.

No mention is made of its cleaning or medicinal properties.

In looking back over our round trip into the past with the drycleaning industry, we are pleased that we have revealed a much clearer path, and have shown that the principle of drycleaning was known as early as the year 1716 and in common use many years before the beginning of the nineteenth century. We have also shown that this important industry has a background in craftsmanship which reaches back through the centuries. Especially interesting has been the interconnection between the chemist, the pharmacist, the apothecary, the dyer, the cleaner — and the lamp maker.

Spirits of turpentine was first used for medicine and then later for cleaning. The first producers of spirits of turpentine were the pharmacists or druggists who first furnished this solvent to the cleaner. The druggist gave way to the seller of lamp fuels as the supplier of the drycleaning solvent. The dyestuff industry itself, in producing a chemical, benzene, required to make its new brilliant dyestuffs, furnished a new drycleaning solvent which in turn was needed to restore the brilliancy of these new synthetic dyestuffs dyed on fabrics. Finally, the continued search for improved lamp fuels brought forth kerosene and its by-product, gasoline, which in turn became the common drycleaning solvent. # #



FIG. 8. An itinerant "spotter." Detail from cover picture, Paris, around 1850.

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100 LISTING SLIPS
Less work for you and a double check on your customers' garments. Helps fill box by naming articles. Price \$2.00 per 100

50 STORAGE BOXES
Easy to handle—one piece, no loose covers. Knocked down when not in use. Two color design on top. Ventilated—a nice appearing, durable box. "Your Garment Storage Box" printed on top. Includes gummed label for numbering box. Price \$1.15 ea. 50 for \$57.50

1 NEWSPAPER MAT
Excellent for hand bills or newspaper ads. Price \$0.50 ea.

1,000 FOLDERS
Attractive—describes your box storage service—Imprinted with your name and address, etc. Price \$20.00 per 1000—Form 501

2,000 HANGER OR INSERT CARDS
Sure business getter—Tells the box story. Imprinted with your name and address. Price \$26.00 for 2,000—Form 320, 303

4 WINDOW STREAMERS
Two styles—Attention getters—Large—Colorful. Price \$1.50 ea. 4 for \$6.00

2 COUNTER SIGNS
Use in conjunction with box display or counter. The "ASK" theme is a proven success. Price \$1.50 ea. 2 for \$3.00

500 ARTOGRAPHIC ENVELOPES
The Box Storage theme carried out in a very attractive manner. Imprinted with your return name and address.
(Available in plain or window types.) Price \$12.00 for 500

ENTIRE PACKAGE FOR \$120.00
(INDIVIDUAL ITEMS AT PRICE LISTED)

MAIL THIS COUPON TODAY →

and you're ready for Box Storage Profits!



Here is a complete package and plan to put you in the Box Storage business . . . the hottest volume and profit builder in the dry-cleaning business. Now Haertel has put everything you need into one complete package . . .

We'll be in Booths 862-863-864 at the N.I.D. Convention in Atlantic City, March 7-10. Stop and Chat!

THE WALTER HAERTEL COMPANY
2840 FOURTH AVENUE SOUTH
MINNEAPOLIS 8, MINNESOTA

Please ship

Box deals @ \$120.00 each.

FIRM NAME

BY

ADDRESS

CITY

STATE

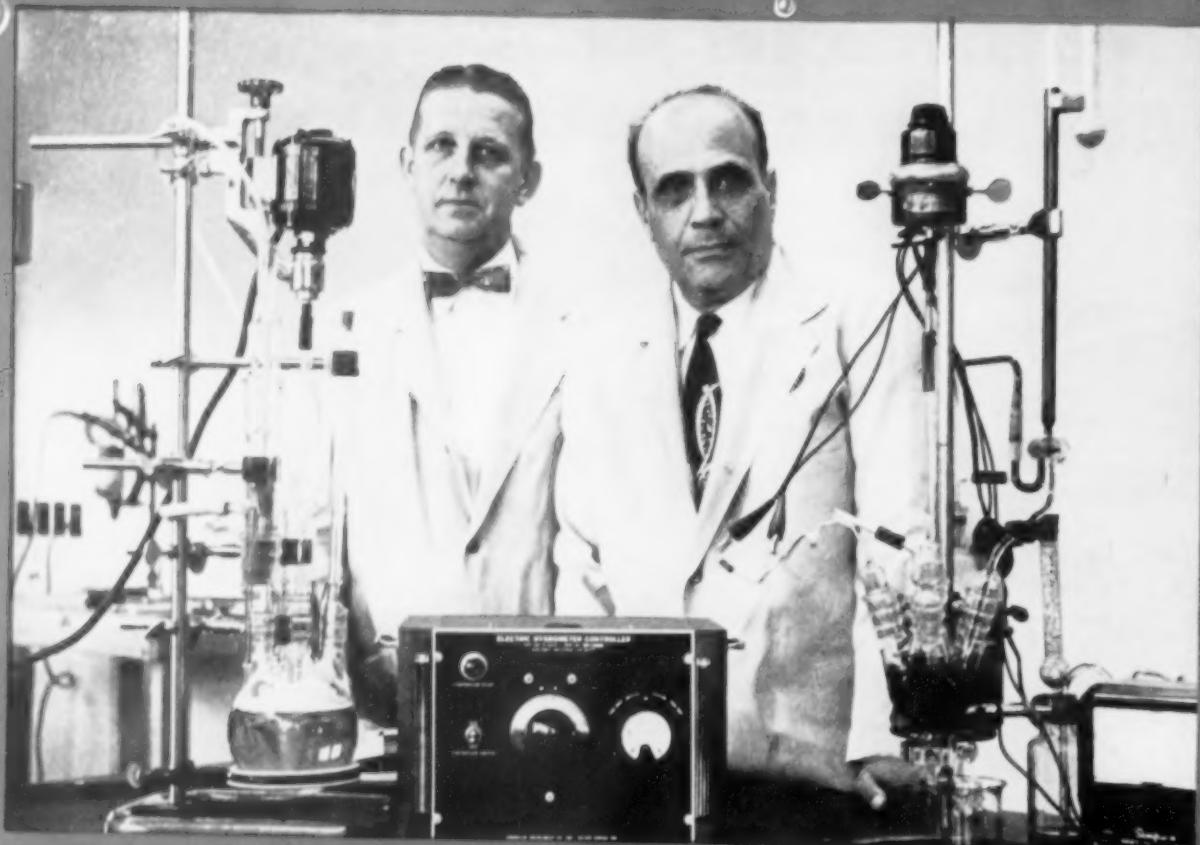
IMPORTANT—Attach copy of imprinting desired.

Cash with order

Charge to my account

C.O.D.

WATER-WHITE



TWO OF ADCO'S TOP CHEMISTS — Dr. J. C. Alexander, Director of Research at Adco, for seven years with National Institute of Dry Cleaning, Silver Springs, Md. and Alexander Fabry for 28 years, Chief Chemist at Adco.

From Adco research comes dry cleaning's newest achievement, to help you create more economically, even more beautiful dry cleaning!

new water-white

TRIPLE-X DRI-SHEEN

You expect more from "Adco"... and get it!

& WONDERFUL

If your charged solvent is dark-

YOU ARE USING AN OBSOLETE CHARGE SOAP!

1. It is no longer necessary to have dark solvent with the charge system when Adco's Triple-X Dri-Sheen is used. **IT IS NOW POSSIBLE TO MAINTAIN CLEAR, PRACTICALLY WATER WHITE SOLVENT EVEN WITH A 4% CHARGE!**
2. Why this is possible.
 - A. Triple-X is the color of honey, and in a 4% charge is practically water white! No dark, old type bases used to blacken your solvent. In addition having water white charged solvent allows your dry-cleaner to accurately tell even in a 4% charge when all the dirt has been removed and the load is cleared up. Also in case of discoloration due to fugitive dyes you can immediately detect it and do something about it.
 - B. Triple-X only very slightly affected by Darco or sweetener powders due to its complete solubility. This means . . . you can maintain the light color of your original charge . . . by use of Darco and sweeteners at no increase in cost over your present operation where Darco and sweeteners remove much of your charge resulting in excessive operating costs.
 - C. The use of Darco and sweeteners in your charge solution means **YOU CAN HAVE CLEAN MOISTURE IN YOUR CHARGE, MOISTURE WHICH IS NOT FULL OF DIRT AND IMPURITIES TO BE TRANSFERRED TO THE GARMENTS BEING CLEANED.** When this happens you get greying and generally poor cleaning as this **DIRTY WATER CANNOT BE RINSED OUT WITH SOLVENT**, no matter how clean your solvent may be!
 - D. Maximum results with the 4% charge can only be obtained when your 4% charge is kept completely free from color and impurities! **DUE TO EXCESSIVE COSTS . . . (YOUR LOSS OF SOAP BY REMOVAL THRU USE OF DARCO AND SWEETENERS WITH OLD TYPE CHARGE SOAPS) THIS IS POSSIBLE ONLY WHEN TRIPLE-X DRI-SHEEN IS USED.**
 - E. To prove the above claims we suggest you have swatch tests made on your present charge operation. Then have the Adco dry cleaning technician in your area install, at no charge until our claims are proved to your satisfaction, the Dri-Sheen process with Triple-X Dri-Sheen. Then, again have swatch tests made. The comparison will amaze you.



TRIPLE-X

WORKS PERFECTLY IN ALL TYPES
OF AUTOMATIC RELATIVE HUMIDITY CONTROL INSTRUMENTS!

*Adco, Inc., SEDALIA, MO., U. S. A., Manufacturing Chemists since 1908
the better the soap - the better your cleaning - the happier your customers!*

"Look, Ma, No Hands!"

Automatic conveyor
intrigues customers,
saves man-hours

By ART SCHUELKE



IF EVER A PLANT has approached automation, Presto Valet of Springfield, Virginia, has done the trick. From the moment the garments are received at the counter until they are returned to the patrons, they are carried by automatic conveyors.

The cleaning unit is automatic, the presses air-driven. The front doors of the plant are automatic, and even the bagging machine works by air.

Owners Harold Weisblut and Will Casel have operated another plant for some four years in nearby Fairlington, Virginia. Both locations are in the evergrowing Suburbia of Washington. When their first plant suffered growing pains, they added a section to the building and installed conveyors to haul the work from the finishers.

The conveyors worked so well that when they planned their new plant, the partners decided to go all out for automation. The results are amazing, not only to people within the industry but to the customers of the new enterprise. To see the work traveling about the plant is fascinating to young and old alike.

The conveyor itself is some 200 feet in length. As it travels behind the call-office counter, it is some 6 feet in height. Here the salesgirls place the garments in bags. The conveyor feeds the work to the rear of the plant for marking. Only at this point does the processing involve any legwork. Marked garments go to the adjacent cleaning department in baskets.

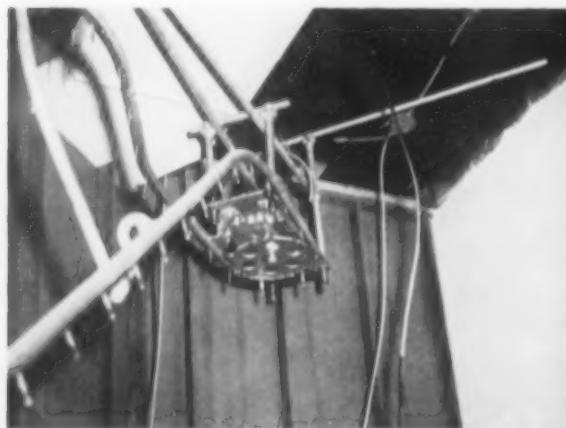
After cleaning and spotting, the

work is placed on "banana hooks" and fed to the finishers who work in a through-the-unit production setup. As they complete their finishing, they place the garments on the same conveyor which at this point is on its way back towards the call office.

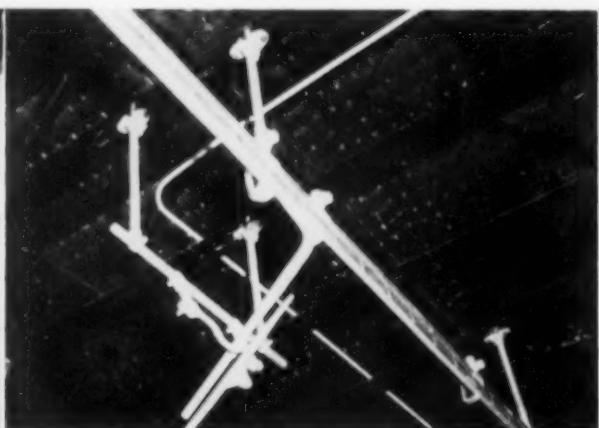
Makes complete circuit

At a point slightly past the finishing department, the conveyor raises the work to a height of about 8 feet. This is done so that a drop-off point at the inspection department allows the work to feed to the inspector by means of gravity. Meanwhile the conveyor continues its way back to the call office to complete the merry-go-round.

Continued on page 54



BEHIND SCENES (left) ingenious turntable reverses direction of moving slickrail. Regular drycleaning bundles drop off short rail at center of picture (right). Specials continue on past short rail, thanks to special hook on garment bag. Laundry work travels past switch to drop-off at far right



GOLD-MAN *EasyPress* OFFSET FINISHER

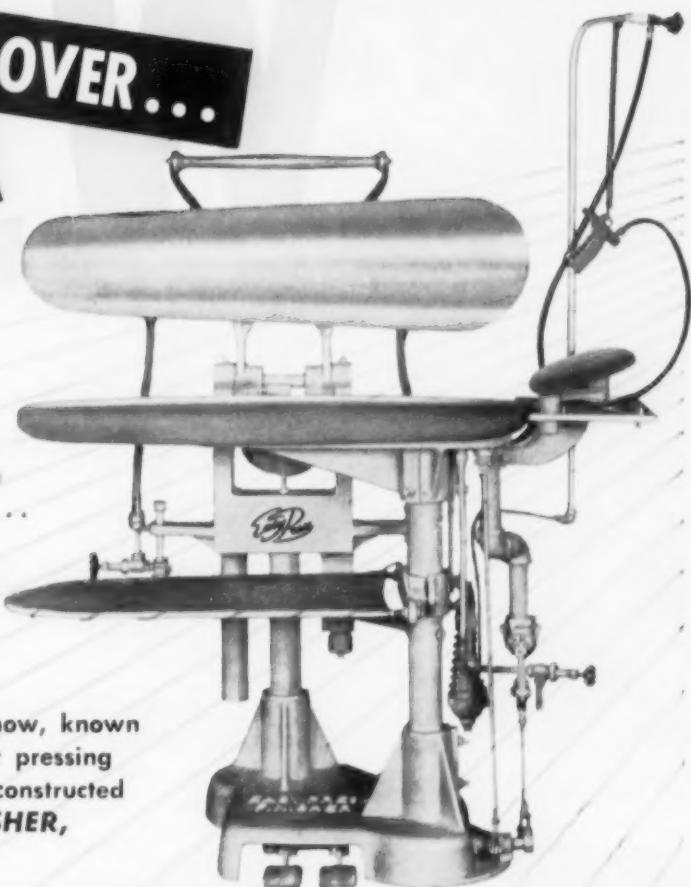
TAKES OVER...

6 WAYS BETTER

EASY-PRESS OFFSET

FINISHER takes over because it goes further! This new Gold-Man unit is more than a press machine... it's a complete finishing board. It incorporates the 6 most wanted features drycleaners demand in a quality offset press, not available until now!

Gold-Man experience and know-how, known and respected for years wherever pressing machines are used, designed and constructed the **EASY-PRESS OFFSET FINISHER**, then produced it...



CHECK THESE DEMAND FEATURES!

- VAC-LOCK*... permits operator to lock head without manipulating vacuum pedals! Coordinates operator motion automatically.
- "COLD-HEAD, HOT-HEAD"... no danger of burns or injury to operator when using buck as ironing board. Exclusive shut-off halts steam to head.
- HEAVY DUTY SHOCK ABSORBER... permits head to glide to an easy, smooth stop without bounce-back or quiver. No wear and tear to worry about!
- RIGID-BALANCE FRAME... heavy semi-steel construction distributes weight evenly—assures vibration-free operation. No tip frame needs no bolting! Not top-heavy.
- HIGHLY POLISHED ALUMINUM HEAD... gleaming, mirror-like; engineered for full core steam capacity. Gives more heat where and when it counts!
- OILESS BEARINGS... aircraft type construction. Keeps moving parts in line... helps speed operation, reduces friction, wear and tear. Lifetime lubrication.

OVER 25,000 GOLD-MAN BUILT
PRESSES IN USE TODAY!

CLIP AND MAIL



COUPON NOW...

GOLDMAN PRESSING MACHINE CORP.

400 WEST BROADWAY

NEW YORK 12, NEW YORK

N.1

GOLDMAN PRESSING MACHINE CORP.
400 West Broadway, New York 12, New York

Gentlemen:

Prove it to me. Show me why EASY-PRESS is six ways better.
Rush literature!

Firm Name _____

Name _____

Address _____

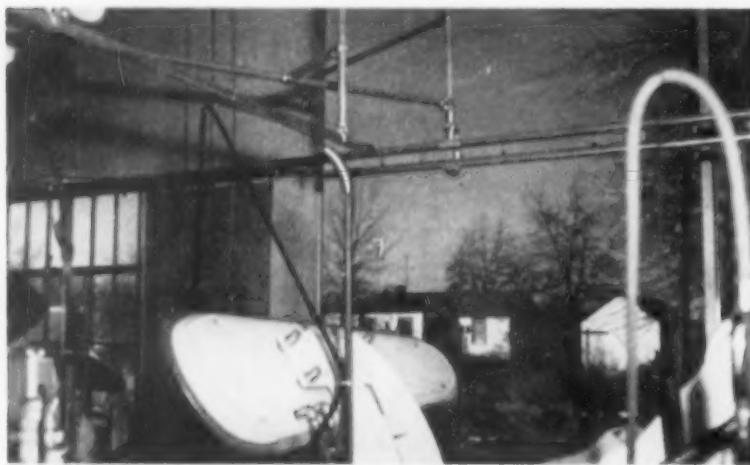
City _____

Jobber's Name _____

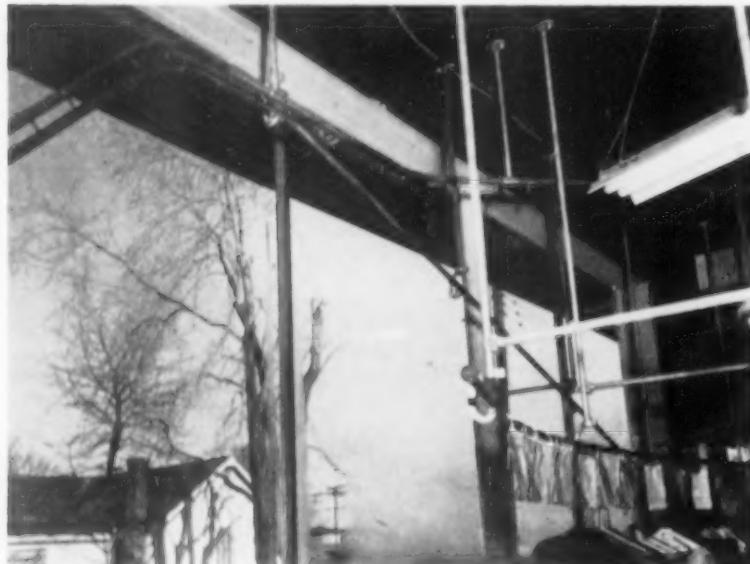
Zone _____ State _____



MARKERS DEMONSTRATE bag hooks. One at left conveys laundry. Center hook carries regular drycleaning. At right is hook for drycleaning specials



AS CONVEYOR TRAVELS around plant, it picks up work from presses, takes it to inspection and assembly department



WORK IS CARRIED UP rail, then released for gravity feed into assembly area. Conveyor continues on to call office to bring new orders to marking department

Continued from page 52

After inspection and bagging the work is stored on three automatic racks which have capacity for 1,660 orders in a space approximately 500 square feet in area. Also in this same area is still another conveyor to store laundry work. The plant doesn't do laundry, but offers this service on an agency arrangement.

One of the most ingenious arrangements of the main conveyor is its ability to drop different types of work at different points in the marking area. For example, the plant offers regular drycleaning service on a two-to-three-day schedule. But it also offers service within a few hours, at no extra charge, when requested. They also have the laundry agency work to sort on the conveyor.

Hooks direct work

If all this work were fed into the marking department, orders could very easily get lost in the shuffle. Therefore the bags that convey the work to the marking department are equipped with three different types of hooks.

Some bags have a normal U-shaped hook. These bags are white in color and are used for regular service drycleaning.

Other bags, blue in color, have two hooks, facing in opposite directions. These are for special-service drycleaning.

The third type have the single "U" hook, but an inch or so above the hook is a flat bar. These bags convey the laundry work, which is placed in either a white bag or a yellow one. The latter color indicates a rush order for the laundry that does the processing.

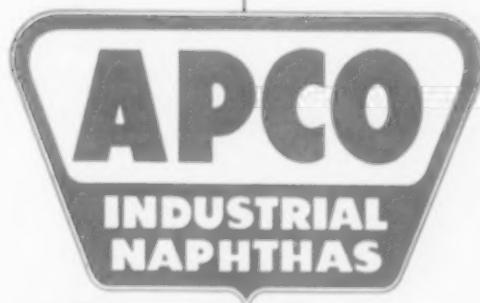
The reason for the special hooks is to direct the work to one of three different switch-off points, automatically. After the bags are placed on the conveyor, they rise to a height of some 10 feet on their journey to the marking department. When they arrive at the marking area, because of the special shapes of the hooks the drycleaning bags are fed onto a switch rail which consists of two slickrails running parallel to each other. They both travel downward toward the marking bins for gravity feed.

One rail ends within a foot or two. If the bag has the single hook, it naturally engages only one of the rails and drops off quickly at the end of the shorter rail. If the bag has the double hook, it continues, by this contact, down the longer rail and drops the work into a different hopper provided for the fast-service work.

Because of the different hook arrangement on the third type of bag,

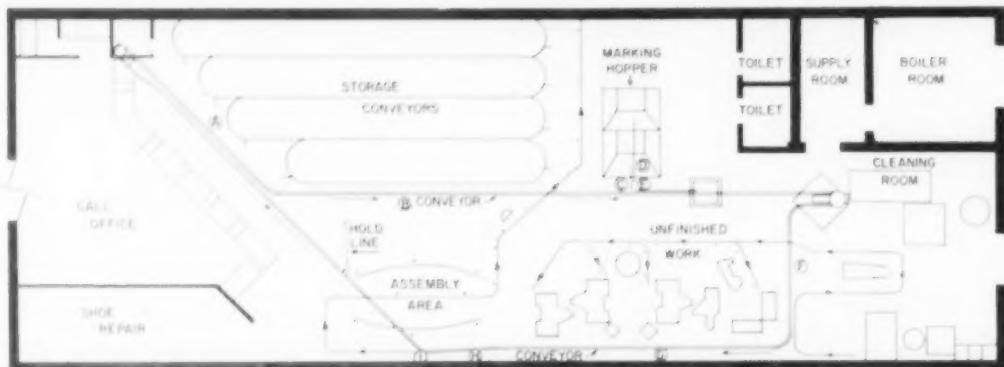
DEODORIZED
APCO 125—
YOUR FINEST
SOLVENT IN
THE AGE OF
AUTOMATION!

No matter what form it takes, automation's chief goal is SPEED. Deodorized APCO 125 achieves this end by reducing tumbling time and temperatures—with absolutely no odor in finished garments. Let's discuss this exclusive solvent—and the Stod-Sol "Test Bundle" Service—at BOOTH #16 in Atlantic City, March 7-10!



PRODUCERS  REFINERS
Anderson-Prichard Oil Corporation
OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES



DETAILED FLOOR PLAN shows conveyor arrangement

this work does not engage the previously mentioned switch. Instead this work travels straight ahead for another several feet. At this point the lower rod of the conveyor separates, allowing the bundle to drop into a hamper.

Varied benefits

Since the plant has been open only a few months, it is difficult to judge just how much labor is saved by the conveyor setup. That some has been saved, there is little doubt. Many time-

study men contend that each extra step saved is worth \$40 per employee over a year's time.

There are some obvious benefits that are readily noted. In spite of a steady stream of customers during our visit, there was no clutter of garments around the call-office counter. Garments were immediately bagged and sent back to production.

The same thing happens in the finishing department. Garments are hung on the conveyor as they are finished. There is no pileup of work to cut off light and air. It will make a great

difference to the morale of the employees when the hot summer months arrive.

Then there is the attraction that the mobility affords the patrons. Since the work is constantly on the move, there is no screening of the plant's production area from the customer's view by accumulated lines of garments. They can see the finishers from the front counter, or through the large windows along the side of the plant where the finishing is done. All equipment is painted white for an added pleasing effect. # #



AUTOMATION is even given to customers through automatic doors. Customer laden with packages breezes into plant without difficulty

Before partners Harold Weisblut and Will Casel selected their location they checked with the County Planning Commission. They were able to get in on the ground floor of an extensive development. This was being built coincidentally with a large real estate project to accommodate the growing suburban population of Washington.

A further survey revealed that the locality would be made up largely of middle-income families. As a further service to this type of trade, the partners included shoe repairing, which is developing into a profitable sideline.

The call office at even the work area has a very special pleasing effect at Presto Valet. The customer area has a pink motif. Even the cash register is pink. The plant interior walls are painted chartreuse and the plant is well lighted with fluorescent fixtures. The ceiling in the production area is of bar joist construction. This utilitarian construction is painted a dead black to diminish its prominence when viewed from the call-office area.

CISSELL

EVERYTHING you want
in a FORM FINISHER



NO FOOT PEDALS

CISSELL FORM FINISHER with 2 sets of Sleevers: \$530, F.O.B. Louisville, Ky. Fully guaranteed for one year against manufacturer's defects.

**Mount Garment
...Set Timer
the Cissell Form Finisher
does the rest!**

**SAVE TIME... REDUCE
FINISHING COSTS**

Get

1. **Fully AUTOMATIC operation... steams, dries and cuts off.**
Permits operator to finish one garment while machine steams and dries another.
2. **Beautiful, soft finishing of silks or wools.** Moist steam for fast finishing. Even flow of air for uniform pressure and drying.
3. **Any size garment finished... from size 1 to the largest.** Saves press lays. Free, 360° rotation of form — easy to mount and inspect garment, when necessary. Inexperienced personnel can learn operation quickly.

Improve the quality and speed up production of work in your silk and wool finishing departments. The Cissell Form Finisher quickly restores beauty, natural shape, with a no-shine finish, that your customers want... and appreciate.

**W. M. CISSELL MANUFACTURING CO., INC.
LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept. — Cable Code "CISSELL".

Consult Your Jobber

Business Decisions That Affect Your Tax Return*

Whatever you do it's best to develop the habit of year-round tax thinking

LONG RANGE TAX planning in today's business world of high tax rates is no longer "big business foolishness." Last-minute tax worrying with no year-round tax thinking can result in

the loss of sizable savings for small and medium-sized businesses when it comes time to file a tax return.

For example, assume that last summer you were forced to replace your

boiler. You shopped around and found you could either sell your old unit to a private party for \$500, or a dealer in town would give you a trade-in allowance of \$500 on it. That seemed like six-of-one-half-a-dozen-of-another to you; so without thinking—or worrying—about tax matters you traded in the old boiler.

To prove how such a seemingly simple business decision as this one can affect how much tax you will have to pay, let's assume further that the boiler which you traded had originally cost \$2,500 and that you had taken \$1,000 in depreciation on it. This meant its cost for tax purposes was \$1,500, and you were going to "lose" \$1,000 whether you accepted the dealer's trade-in allowance of \$500 or sold to the private party for \$500.

So far still six-of-one-half-a-dozen-of-another. But now since you elected to trade in your old boiler, let's see how you can claim a deduction on a tax return for your \$1,000 loss. The answer is simple. You can't. All you can do is add the amount of the loss to the cost of your new unit, and eventually receive tax credit for your loss in the form of slightly higher depreciation deductions.

On the other hand, if you had made a bona fide sale of your old unit to the private party and a separate purchase of a new unit from a dealer, you would have established a \$1,000 loss which could be claimed as a loss deduction on a tax return and used to offset regular income.

Loss or depreciation?

It is not always true, of course, that a loss deduction on the tax return is worth two in the bush of depreciation, but a general rule to consider when you are trying to decide whether it would be more advantageous taxwise for you to sell or trade in an asset is: Sell "loss" property to obtain a deduction, and trade "profit" property to avoid the tax which must be paid on any profit realized from the sale of an asset. *Continued on page 92*

SEEN Our LINE?

... It's Preferred by the Industry
for Quality, Accuracy, Economy,
Dependability and Efficiency!

PRE-MARKED STRIP TAGS

... Eliminate Ink stains damage, Transposed numbers, Garment loss claims, Eye-strain, Messy pads & Machines ... Cut your marking and Checking costs to ONE HALF!

10 bright colors, lot (unit) numbers 1 to 40 in each color! ... 400 Color Combinations ... 1,000 Strips to the box, - 6 Tags to ea. strip, numbered: 01 to 1,000 ... \$3.30 per box (white)
\$3.50 box (colored)

TOKEN TAGS for Special Instructions!

6 vivid Colors ... 1 for each department
... 20 Separate Instructions ...

SAV-WAY Piece Count SYSTEM

So Easy to Use! Only 59¢ per 1,000 Tags! ... Count pieces in bundle, Select a SAV-WAY strip of same number ... attach master tag to invoice and Marking Tag to garments. To assemble order, just match up the numbers. Choice of 10 - colors. Size No.'s 1 to 5 in each color, 2, 3, 4, 5 and 6 tags to each strip.

... What a Money and Time-Saving Line!..

Consult your Jobber, or →

Write PRE-MARKED STRIP-TAG CO.
3232 India St., San Diego 12, Calif.

* This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants, and checked for technical accuracy by the Internal Revenue Service.

SOLVE ... all temperature control problems!

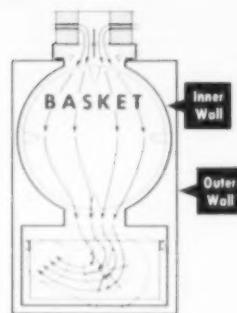
CISSELL STEAM-HEATED DRY CLEANING TUMBLERS

SINGLE BASKET

36" x 18"

36" x 30"

42" x 42"



DOUBLE WALLS add strength
... keep heat in!



RUGGED, NO-SAG BASKET SPECIALLY
DESIGNED TO TAKE THE LOAD WITH-
OUT NEED OF AUXILIARY SUPPORTS.



Nobody
but Cissell...
makes a positive
8-STAGE
HEAT CONTROL
Accurate!
Dependable!

THIS IS MODERN DRYING ...

Selector Knob can be moved easily from cold to hot, or to any intermediate SET STAGE. Eliminates guesswork . . . maintains the exact temperature you want. For actual proof—write us today!

CISSELL TUMBLERS HAVE ALL THE FEATURES YOU WANT . . . AND NEED!

- Large volume of air for fast drying and complete deodorization
- Full-width lint drawer
- 2-Way Fire Extinguisher
- Static Steam Spray from pre-heated chamber

- Separate fan and basket motors
- Cissell-built Gear Reducer for quiet, long-life operation
- Air filters standard equipment on 42" x 42"
- Simple maintenance — all parts accessible

ALSO AVAILABLE: Cissell Gas Fired or
Steam Heated Laundry Tumblers; Double
Basket "Twin"; Single Basket 36" x 18",
36" x 30", 42" x 42".

VISIT US AT N.I.D. CONVENTION—Booths 165-168, 215-218

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W.
Jefferson Blvd., Los Angeles

Foreign Distributors write Export
Dept. — Cable Code "CISSELL".



BILLBOARDS containing printed posters or painted bulletins are strategically located on nearly all of the nation's important highways and thoroughfares. The smaller firm has as much chance to sell local market as does big national advertiser

Part IV in a Series on Supplementary Advertising

How To Reach a Moving Market

The nation's on wheels...and outdoor advertising is aimed to sell the consumer wherever he goes

By GERALD WHITMAN

OURS IS A NATION on wheels. Advertising ingenuity being what it is, the commercial message has been adapted to confront the consumer wherever he goes—whether he's traveling in his own car, on a public conveyance or even on foot.

In a sense, outdoor advertising is

the most effective of all media because it has a more or less "captive" audience. Theoretically, a person wishing not to be exposed to advertising may forego reading newspapers and magazines, refuse to watch television or listen to the radio or throw away unopened any direct mail he receives.

But, put him out of doors and he can't very well shut his eyes.

This medium involves more than billboards. Cards on public conveyances are also an important part of outdoor advertising. Because the two should be treated differently, let's look first at billboards.

BILLBOARDS

Although the popular name given to street and highway signs is billboards, there are two major types with which the average drycleaner should be concerned. One is the *printed poster* and the other is the *hand-painted bulletin*.

Printed posters, the most widely used form, means exactly that. The ad is reproduced on paper and pasted on wood or metal structures on highways and streets by outdoor-advertising companies. These ads are produced and pasted on the structures in individual sections or sheets. When

all the sheets are in place, the ad gives the appearance of one over-all unit.

The standard size is the 24-sheet poster, measuring 12 by 25 feet. There are also 6-sheet, 3-sheet and 1-sheet posters. The 6-sheet poster is 6.1 by 12 feet, the 3-sheet poster 8.7 by 4.10 feet. The 1-sheet poster is approximately 30 by 46 inches and appears most frequently in metropolitan transit systems.

Hand-painted bulletins generally provide the same effect as printed posters but stand up better under outdoor weather conditions. They are used principally by smaller advertisers who don't want to invest in quantities of printed posters. These ads are ac-

tually painted by hand on the same type of structures used for printed posters, but can also be adapted for walls of buildings and similar backgrounds. A single hand-painted display will obviously cost more than a single printed poster but since it enjoys a longer life and occupies preferred positions it is found practical for smaller advertisers.

Space for painted advertisements is usually contracted for a period of one to three years, but it is generally repainted with the same or different copy every few months. In some communities the same outdoor advertising company that produces printed posters will also paint displays, but in

CISSELL

Get a beautiful

rapid up-steam
powerful vacuum

on the

**Cissell Steam
Finishing Board**

Soft finish!



Here is basic equipment in your Finishing Department. It eliminates the use of a press in silk finishing. Your finishing will be done WITH EASE . . . without pressure. You'll use this unit for fast, beautiful skirt finishing — for plain, fancy and flat-pleated skirts . . . for blocking sweaters, scarfs and knitwear, for steaming high-pile fabrics, for finishing all fabrics WITHOUT SHINE . . . for touching-up hem lines on crepe and silk dresses with aid of pleat setter, for eliminating all seam marks. You'll like the way corduroy skirts, ties, draperies, blankets, spreads, and many miscellaneous items are finished. You'll get a SOFT FINISH. Illustrated at right: Cissell Steam-Finishing Board with Two-in-One Swinging Sleeve Board, Cissell Low-Boy Steam-Electric Iron with Electric Thumb Switch, Water-Spray Gun and Condenser.



PLEAT SETTER RACK AND SUPPORT ASSEMBLY

Permits movement of pleat setters forward onto Finishing Board in one easy, horizontal motion. Air space provided between pleat setters and metal rack permits cloth coverings to dry quickly. 12" and 18" sizes are standard equipment.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber

VISIT US AT N.I.D. CONVENTION
Booths 165-168, 215-218

Cissell Equipment in use the world-over





DIFFERENT TYPES AND USES of billboards. Memphis promotes safe storage of clean garments. Criterion has elaborate printed poster featuring drive-in and discount theme. Minnehaha uses syndicated, low cost printed poster with firm name superimposed.

others a local artist or hand-letterer must be hired to do the job.

Just as the drycleaner can regulate the intensity of his advertising in other media, so can he regulate billboard coverage by specifying the size of "showing" he desires in any given market.

Except in small "one-panel" towns, outdoor poster boards are always purchased in a series representing the intensity of coverage in a particular market area. The number of miles of streets, density of the traffic and population of the market govern the location and number of boards necessary. Night-time traffic patterns indicate the number of illuminated boards required. From this data the outdoor-advertising agency determines the

number of displays or "showings" necessary for complete coverage of traffic flow to and from every section of the market area.

The showings are divided into various degrees of intensity and priced on the ratio of 100, 75, 50 and 25 intensities. The 100 showing is considered to be a complete showing, that is, a certain number of both illuminated and unilluminated boards sufficient to provide coverage and penetration throughout a given market area for the same advertising message during a 30-day period.

In Manhattan, for example, one major outdoor-advertising firm quotes the following rates for a population coverage of close to two million: A 100 showing includes 10 regular and

30 illuminated posters at a cost of \$2,200 a month; a 75-showing intensity provides 8 regular and 22 illuminated posters for \$1,640; a 50 showing includes 5 regular and 15 illuminated for \$1,100, while a 25 showing means 2 regular and 8 illuminated posters at \$615.95 monthly.

Now compare these rates to those quoted for the Stamford, Connecticut, market which includes Stamford and Norwalk with a population of 126,895. Here a 100 showing includes six regular and six illuminated posters at \$420 a month; a 75 showing provides five of each for \$350; a 50 showing means three and three at \$210, and a 25 showing offers two of each for \$154 per month.

What type of showing intensity should the drycleaner use? Obviously, this is a question that can be answered only by the individual. It depends entirely on the size of his potential market, the rates in his area and the size of his advertising budget.

Contracts for poster space may be arranged on the basis of from one month to several years but in most areas little space is available for periods shorter than six months or a year. Fresh posters are placed on the boards every 30 days with or without change of copy, as desired.

Ready- or custom-made

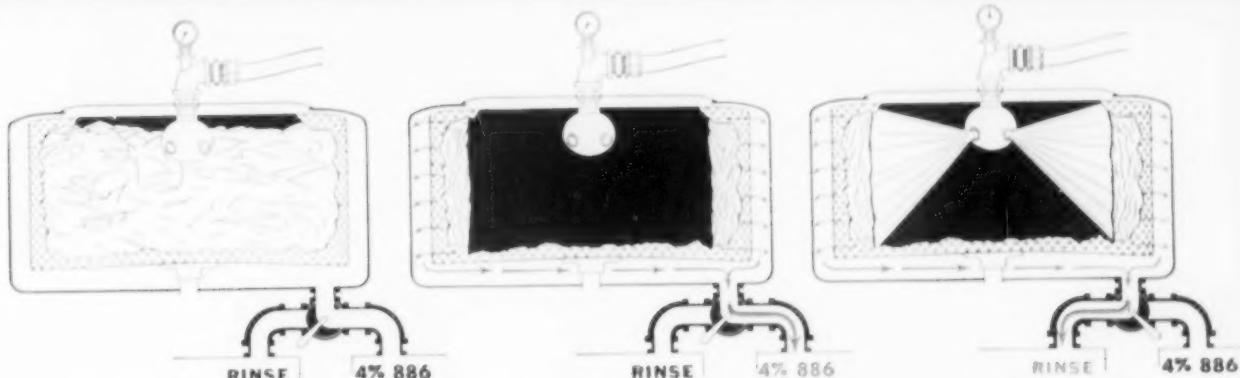
Sources of supply for posters depend upon the size of the campaign and the amount of money the drycleaner can afford to spend. Where the showing is rather limited, it may be advisable to purchase syndicated material which poster manufacturers have prepared for various classifications of businesses. In these cases, preparation amounts to little more than imprinting the advertiser's firm name on a ready-made poster.

Posters specifically designed for an individual drycleaner permit a better display of the firm name, telephone number, slogan or trademark. The outdoor-advertising companies will advise prospective advertisers as to sources through which art services or printing may be obtained. Some provide free copy sketches. Cost of posters varies with the complexity of the design, number of colors and the quantity ordered. For small quantities of from 15 to 20 to 100, prices range from \$5 each to about \$12 or \$15 apiece.

Painted displays are sold on an individual basis. In metropolitan areas these advertisements occupy what are known as "preferred positions"; that is, locations on an unusually heavy-traffic intersection, in the heart of a shopping center or near a principal avenue leading to a high-buying

Wetcleaning is costlier than you think

- Only a 4% charge, properly controlled, can eliminate wetcleaning with safety.
- It costs too much to distill the 4% charge, yet...
- Removal of garments from undistilled 4% charge results in gray whites, dull colors, objectionable odors, swales, spotting rings and prolonged tumbling time.
- Rinsing of garments with separate purified solvent eliminates all of these objectionable conditions.
- Distilling the rinse bath, instead of the charged bath, is cheap.
- Street's EXTRACTOR-RINSE® Process provides for the use of a separate rinse bath without additional equipment.



The above drawing shows a 30-inch extractor equipped with Street's specially designed spray cluster installed under the lid, and with a two-port valve at the drain line. Note that one outlet from the two port valve leads to a tank reserved for the 4% 886, while the other outlet leads to another tank reserved for purified rinse solvent.

The drawing shows the stationary extractor loaded with loose garments which are saturated with charged solvent after having been immaculately cleaned in the washer during a 30-minute run in 4% 886 with Conductivity Control.

Here the extractor has been brought up to speed. Note that the centrifugal force has compressed the garments into a wall which occupies a space of only approximately 4 inches within the extractor basket.

The small arrows show the extracted 4% charge going out of the sides of the basket.

The two port valve has been set to lead to the tank reserved for 4% 886, and the large arrows show how the extracted 4% solution is recovered for repeated use, thus providing for very low detergent cost in relation to pounds of fabrics cleaned.

This drawing shows that the two port valve has been reversed so that it now leads to the tank reserved for purified rinse solvent.

The pump is now delivering rinse solvent through Street's specially designed spray cluster.

Note the fan shaped spray of solvent which covers the entire depth of the wall of garments. This ensures thorough and uniform rinsing.

The small arrows show the rinse solvent going through the garments and out the side of the basket. The large arrows show how the rinse solvent is recovered without interchange with the charge.

PATENTS

The following patents pertaining to the X-E have been assigned to R.R. Street & Co., Inc.: U.S. Patent No. 2,860,221; Canadian Patent No. 510,041 and No. 510,042. Other patents pending.

Ask for a survey of your plant to be made by one of STREET's 50 field technicians, all of whom are highly trained in the X-E process employing 4% 886, Conductivity Control and the separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.

power residential neighborhood. A painted board in a preferred position may command a circulation which can be equalled only by the use of several 24-sheet posters.

Art, copy and appeal are the most important factors determining success or failure. Remember that traffic goes by at a pretty good clip. People in cars, busses and street cars haven't the time to digest long messages. You will get best results from a layout that quickly stamps the name of your firm and message on the minds of passersby. Selling is the main goal of your outdoor display.

The following rules are based on years of research and testing:

1. Present only one idea at a time. Bring that idea into sharpest possible focus.

2. You are limited to a few words. Of the 60 most successful posters featured last year, copy averaged only 3.1 words.

3. Suggestive, lifelike illustrations of people result in higher-than-average observation and remembrance ratings. However, use only one human figure. Two human figures invariably lower the efficiency of the board, it has been found.

4. The ad must have an optical center where the eye can start reading naturally.

5. The relationship between the copy and illustration must be immediate and clear. The illustration should be directly related to drycleaning and the sales message.

6. Copy and illustration must be crystal clear in meaning even to the less educated person.

7. Use showmanship. Make up your mind which element is to be the star of your ad, then give it all the breaks—size, color and contrast.

8. Feature the name of your firm clearly. Your company name should be as close as possible to the left of the slogan or copy. The words get progressively harder to read the farther they are to the right of the message. Company name and whole sentences are better seen if the company name is distinctive in size, color or shape from the other words. However, if the difference is too great, both company name and the copy are harder to read. A square, circle or other art line of the same color surrounding the firm name cuts down legibility. But lines, arrows and curves—in a different color from the words—pull attention to the one word and to the whole sentence.

9. Tie in your outdoor advertising with your current advertising.

10. Insist that the boards be kept clean and attractive.



CAR CARDS reach large audience. Transit vehicles carry average of 17,000 passengers a month. Average ride is 25 minutes

CAR CARDS

over, are riders. One of the chief advantages of transit advertising is its continuous exposure to large numbers of people.

The average transit vehicle carries approximately 17,000 passengers per month. The average ride is 25 minutes, giving the rider ample time to read and retain the messages.

Competition is limited in car-card advertising because there is a physical limitation to the number of ads that may be placed in any transit vehicle, and the use of standard sizes permits even the smaller advertiser to compete successfully with nationally advertised brands.

Rates are quoted on quarter-run (a card in one-fourth of the vehicles), half-run (a card in half the vehicles) and full-run (a card in every vehicle). Tests have shown that you can get the most readership for your dollar

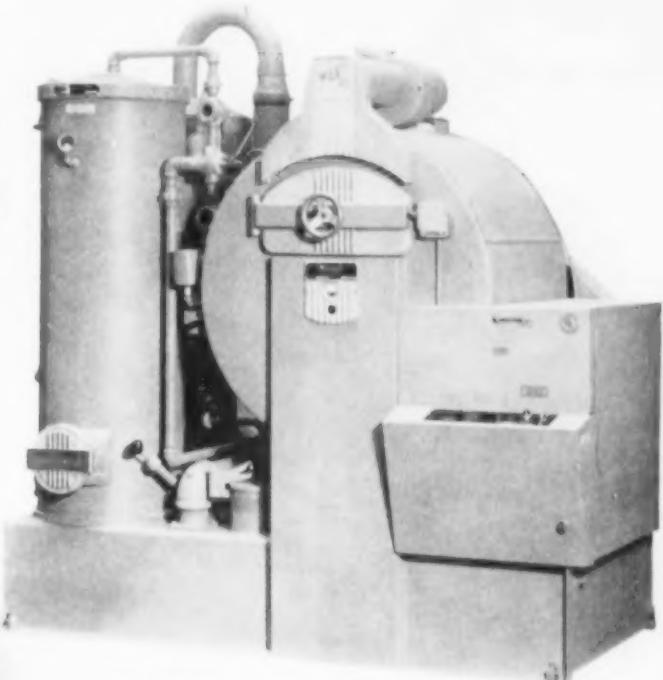
Drive in and save at the new
Morey La Rue
in Morristown
LAUNDERING
DRY CLEANING
FUR STORAGE
147 Speedwell Avenue

It's so convenient!

Shirts finished by Hinchey's look better

HINCHHEY'S
Launderers & Dry Cleaners

EXCELLENT USE of car cards is shown in these examples, combining good layout, attractive illustration and short, punchy message.



Single-Bath fully automatic PER-40. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank. Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK.

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

30-lb. and 44-lb. units

36-lb. and 48-lb. units

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume



CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710



BIL-VIS-X

A TRULY
EFFECTIVE
SOAP
STRETCHER



Bil-Vis-X not only greatly reduces the use of soap, but increases cleaning power—brightens and restores the original complexion of fabrics.

Remember the name!
BIL-VIS-X, for greater cleaning power. Ask for it today from your jobber or write us direct.

Also ask about the other famous Warco Products.



Warco
LABORATORIES

13609 S. Normandie Avenue,
Gardena, California

NID, Atlantic City,
March 7 to 10

by using the *quarter-run*. Thus, you buy the most drycleaning customers at the least cost per head.

Standard size cards are 11 inches in width by 14, 21, 28, 42 or 84 inches in length. The standard 11-by-28-inch card is the least costly size. Should car cards bring in business, consider a larger display during the peak of the season. Fine results have been achieved with giant-size cards.

Car cards should be changed every third month. This is the time when the balance-point between new readers and cumulative impact on old readers is reached. After three months the number of new readers gained is low. People who have seen the ad several times are tiring of it.

Use your cards to *sell*, not just to display. A car card is not a miniature billboard that must be read in a few seconds. The average rider who spends 25 minutes in the vehicle reads your card at his leisure.

A card with 36 to 50 words (including headline) is better than longer copy, and somewhat better than shorter copy. You can get up to 200 words on a car card, but your card will be read by fewer people. Write your copy in normal style as there's

no need to be subtle in car-card advertising. It has also been found that *straight copy* sells better than humor and comic strips.

Cards with a headline attract more readers than those without. A headline in question form seems to pull better than a statement or claim, particularly when it's written around a specific benefit. A headline like, "Want Same-Day Drycleaning Service?" sells all by itself. Or, "How Clean Are Your Ties?" is a better headline than "Use Our Tie Cleaning Service."

Print the headline in black or red or in two colors. Two colors increase readership, it has been shown. Don't use colors like yellow, brown or blue—they are read less than black by women.

Place your headline at the *bottom* of the card, not the top, because the card is above the heads of the readers. Place your subhead at the top and your headline or slogan at the bottom.

It's easy to avail yourself of this effective medium. In all urban markets sales offices may be located through the classified directory, usually listed under Advertising-Transportation, or through the local transportation company representative. # #

Full Day in Mississippi

FOUR OUTSTANDING SPEAKERS were heard by some 200 members of the Mississippi Laundry and Cleaning Association at the organization's twentieth annual convention, held in Jackson on December 2.

Ed May of Jackson was elected president, succeeding Shelby Coulter of Prentiss. Ted Rogers of Vicksburg was reelected vice-president and Gordon Marks secretary.

Directors of the association are Harold Graves, Jackson; B. E. Denham, Laurel; Fred Poitevent, Meridian; Charles Burgess, Brookhaven; Charles Sampson, Greenwood; Walter Martin,

Jackson; F. R. Walsh, Greenville; Grady Jackson, Sr., Summit; C. C. Jones, Vickburg, and Dudley Phelps, Jackson.

C. Arthur Sullivan, Jackson attorney, spoke to the association on wage and hour laws and union activities.

Others appearing on the program were: George H. Issacson, director of the American Institute of Laundering, on "Drive-In Laundry Operations"; Victor D. Oakley, Sta-Nu Corporation, on "Management's Responsibilities," and Judson C. Randlett, National Institute of Drycleaning, on "Finishing for Profits." # #



OFFICERS, left to right: Gordon Marks, Walter Martin, Ted Rogers, Ed May and Charles Burgess

NOW YOU CAN MAKE SURE AND PREVENT COSTLY MISTAKES

TEST RUN* the EXCELSIOR ONE-GIRL FINISHING UNIT IN YOUR PLANT

*Test Run Offer
for a limited
time only.

ONE-GIRL

WHY ONLY EXCELSIOR DARES MAKE THIS STARTLING OFFER!

Our confidence is based on facts . . . facts which prove that Excelsior One-Girl Silk Finishing Units greatly increase the production and quality of finishing departments.

We have found that in every single case where Excelsior Units were installed and demonstrated, efficiency was immeasurably increased and the total cost per garment was lowered to a safe operating margin. This increase of productivity and quality cut the unit cost without affecting hourly rates.

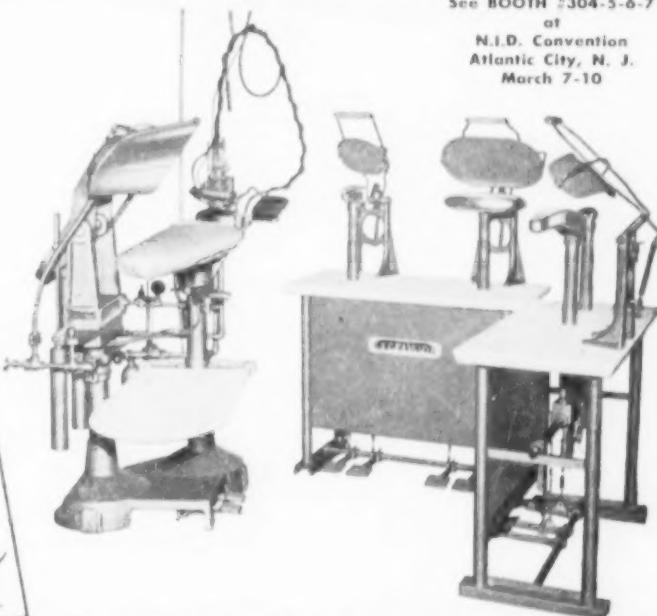
We are confident every plant owner will want this opportunity to see for himself what the Excelsior One-Girl Finishing Unit can do towards increasing his net profit. We offer the Excelsior Test-Run Plan . . . 30 days of actual operation in your plant at little obligation on your part . . . so that you can buy with confidence.

Sincerely,
W.B. Caplan

EXCELSIOR MACHINERY CO.

See BOOTH #304-5-6-7

at
N.I.D. Convention
Atlantic City, N. J.
March 7-10



HERE'S HOW YOU CAN GET YOUR EXCELSIOR ONE-GIRL FINISHING UNIT WITH THE TEST-RUN PLAN

- 1 If you are an accredited dry cleaning plant, write or phone your local Excelsior Distributor and ask for the Test-Run Plan.
- 2 He will arrange a scheduled installation and demonstration.
- 3 You have the unit fully operating for 30 days in your plant.
- 4 If, at the end of the test-run period, you are dissatisfied for any reason, you can repack the unit in its original crate and return it, freight collect, without any obligation to purchase. You risk only tiny incoming freight and installation charges.

ASK YOUR JOBBER OR WRITE DIRECT



Excelsior Machinery Company

1452 Randolph Street • Detroit 26, Michigan

How To Handle Miscellaneous Fibers And Materials

By LAURA PORTERFIELD and CORT ANTONSON

PREVIOUS CHAPTERS in this series have dealt with natural fibers as well as the major synthetics. There remains a broad group of non-thermoplastics, bonded fabrics, metallic and other special materials. Each has its own characteristics or peculiarities. The first step to consider is the identification of the material to avoid processing problems and claims.

In the non-thermoplastic group, perhaps glass fiber is the most widely advertised. Its most important usage is in household items, such as curtains and drapes. Some formal gowns may also be made of this material. In any case, since the material is glass, it has the appearance and feel of glass and is easily identified. It is lustrous because of the high light reflection it possesses.

Materials of glass fiber should be examined carefully before processing, since they are easily damaged. On formal gowns the damage is usually

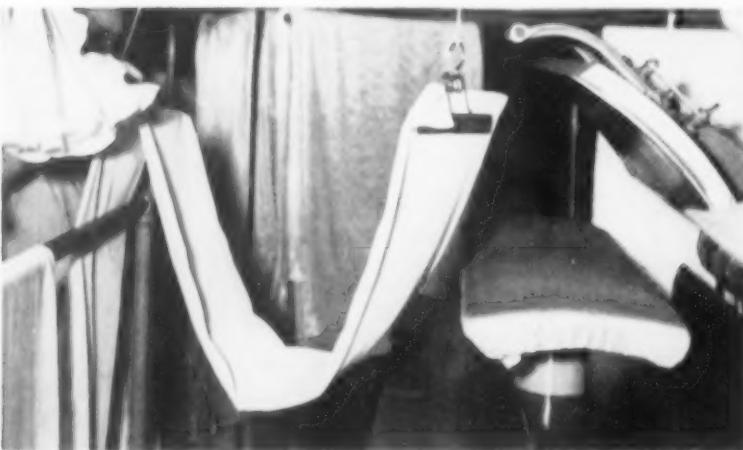
apparent along the counter, along the hemline or where friction or rubbing of the fabric has occurred. On household items, the lower portion of the article may become damaged from dragging on the floor or window sill.

Any deep-set folds or wrinkles are practically impossible to remove, and this should be told to the customer before processing. If there is any question about proper identification, the simple burn test can be made. When glass fibers are exposed to the flame of a match, they:

1. Will not burn.
2. Will melt and form a hard bead.
- This material will not shrink or stretch. It always has a luster.

Vicara is generally blended

The second fiber in the miscellaneous group is Vicara, a pure protein made from corn. It has greater moisture-absorbing qualities than any



CURTAINS OF GLASS FIBER require little finishing, should be folded gently to avoid breaks in fiber.

THE DRYCLEANER'S GUIDE
TO BETTER PROCESSING
AND FINISHING . . .

other man-made fiber except rayon and acetate. It is free from static, adds softness and beauty to any blend. Rarely is it used only by itself.

When blended with other fibers Vicara imparts a heavy, silk look. It is found in coats for both ladies and men, and is also used in knitted fabrics. The only sure test for Vicara is the burn test. Since the fiber is generally blended, it is important to separate the warp and woof threads for proper identification. This material, when exposed to flame, will:

1. Burn with a bright, steady flame.
2. Bubble and fuse while burning.
3. Leave a brittle ash.
4. Have the odor of burning hair.

Metallic yarns explained

Duran, Mylor and Lurex are metallic film yarns and are generally used in a design with other fibers to form a "dressy" fabric. When separated, they are flat fibers of silver or copper-colored tinsel. They are usually combined with silk, nylon or rayon. They should be easily identified because of their glittery appearance.

Bonded fabrics on increase

Felt and cotton batting are two bonded fabrics that have been on the market a long time. Now, new bonded fabrics are appearing. These are made of practically all the man-made fibers. There is a possibility that even paper will be used for this purpose. One firm is already producing paper garments for the atomic plants, identifying its fabric as K-2000.

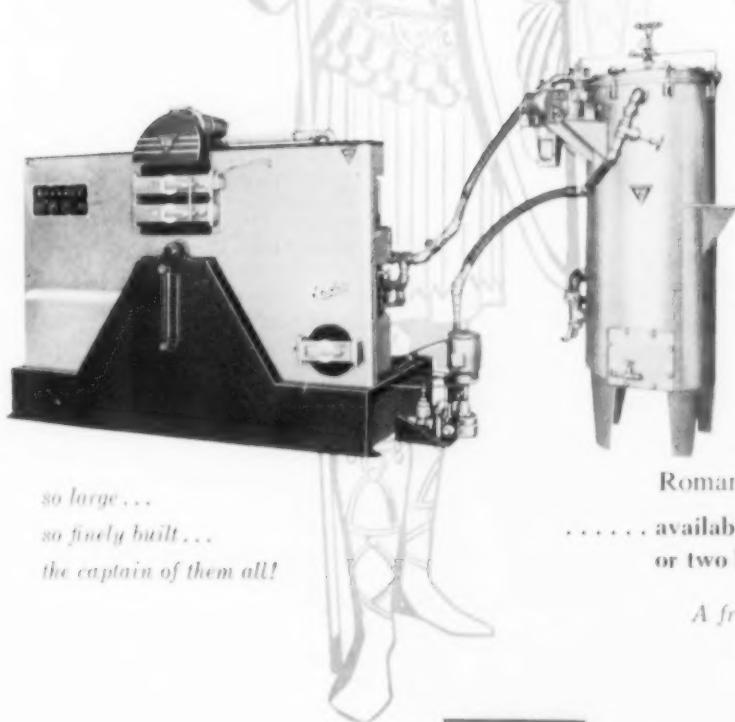
Already in general use are bonded fabrics of other man-made fibers. These can be found in dresses, evening skirts, blouses and interlinings for skirts. One of the best known of these is Pellon, made in many different weights. One, Pellon #30, is 1.7 ounces per yard and is made of nylon, cotton and acetate. Another, #917, is all nylon and is of much finer weight. This is found mainly in ties and dresses. The market this year will offer wool dresses lined with Pellon. This will be especially true of jersey.

Continued on page 70

now your
choice
of 3 sizes...

VIC CENTURY

100 lbs. per load
70 lbs. per load
60 lbs. per load



so large...
so finely built...
the captain of them all!

Here it is—the huge, magnificent VIC CENTURY—one of the largest dry cleaning machines in the world for synthetic solvents—fully automatic—and now, available in your choice of 3 capacities. The largest—100 lbs. per load; the next size—70 lbs. per load; the next, 60 lbs. per load—each one massive, rugged, built for heavy duty—yet each one precision-designed to respond swiftly and proudly as a Roman soldier!

..... available in single
or two bath systems.

A free booklet on VIC'S CENTURY
awaits your command...

Write Dept. NF-227

dedicated to helping
your business grow



MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

SALES AND SERVICE IN ALL PRINCIPAL CITIES



LEATHER FINISHING requires special techniques. In most cases this is best handled by commercial leather houses.

Continued from page 68

Another use for bonded fibers is in household items. Bedspreads, drapes and valances acquire added firmness on what might otherwise be limp or flimsy fabrics. When processing bonded materials, certain precautions must be observed. These will be discussed under the cleaning and finishing phases of this article.

How about imitation fur?

For trim will be prevalent on sweatshirts and dresses, as well as formals and coats. Some will be real fur, but a good deal will be synthetic. This generally has a cotton backing, which simplifies identification. For example, there is a black, curly pile that resembles caracul or Persian lamb. Unless this is checked, damage might result if steam is applied and it turns out to be real fur.

Similarly, real and imitation leather will be used extensively, both for trim and for whole garments. Complete garments made of the real thing

will probably be labeled. Such easy identification will not appear in the cases where trim is involved. Great care must be exercised before processing to make sure whether real or imitation leather is present. Most imitation leathers have a high gloss which helps to identify them. In any case, real leather will react like fur when exposed to steam. It is better to check first.

The cleaning and spotting departments

Glass-fiber fabrics need special care in these departments. For example, the cleaner must remember to use little or no mechanical action. Glass fabrics must not be extracted and should be air-dried or placed in a drying cabinet, never a tumbler. Then, too, there is a possibility of color loss through dye bleeding.

The majority of fabrics made of this material were given pattern or design by pigment printing. That is, an ad-

hesive or resin was applied to the glass fiber and to this paint was applied in varying shades. Cleaning solvents tend to loosen the paint. This is particularly true of synthetic solvent and, of course, paint removers.

Today it is possible to dye the glass before it is drawn into fiber. Such fiber is color-fast but it does limit the fabric to one solid shade or color.

Wetcleaning presents no special problems since the pigment prints are not severely affected by water. Of course, reduced mechanical action, no extraction and no tumbling apply in wetcleaning just as in drycleaning of glass fibers. It is wise to check the fabric for color fastness before wet-cleaning, just to be on the safe side.

Spotting fiber glass

Rust removers should never be used on fiber glass. They contain hydrofluoric acid which dissolves the fibers. Brushes should be used judiciously. Tamping can cause distortion of the weave and fray raw edges. This same distortion will occur if the steam gun is held too close to the fabric. Generally speaking, stains are not too difficult to remove since they are not absorbed into the yarns.

One last word of caution. Be sure to test dyestuffs or colors before spotting, and avoid the use of paint removers.

Vicara handles well

Vicara is like wool in that it is a protein fiber. It has most of the characteristics of wool fiber which makes it simple to clean and spot. At the present time Vicara is always used in a blend with other fibers, generally with wool.

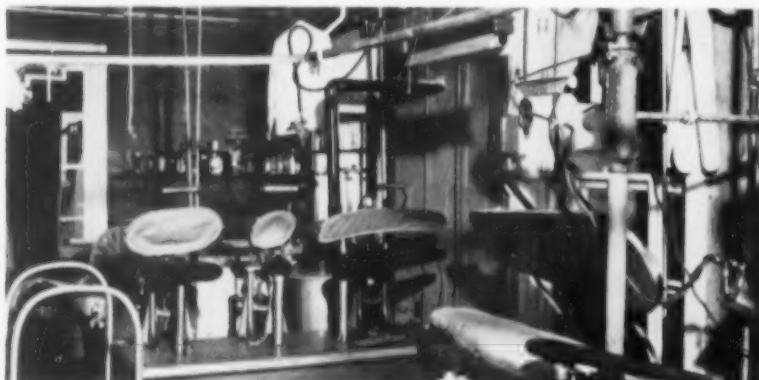
Because of its elasticity and resiliency Vicara responds well to drycleaning.

Some stains, such as mercurochrome and other acid dyes, are difficult to remove. Again, this is a characteristic of wool. All the common spotting agents can be used on Vicara.

From any standpoint, be it the drycleaning, wetcleaning or spotting department, there is no need for concern in handling this fiber. As wool goes, so goes Vicara.

Bonded fabrics are problem

In addition to staple fibers, natural and man-made, there are the various bonded fabrics. Here the fibers are not woven but merely held together by a bonding agent, such as one of the resins. Because they are not woven, they do not hold their shape or dimensions too well. It is quite com-



STANDARD SILK FINISHING equipment works well on non-thermoplastics. Steam pressure should not exceed 70 p.s.i.



"DOW-PER aids help us do a daily public relations job,"

reports Mike McKay, Chicago drycleaner

"As far as I'm concerned," says Mike McKay, manager of McKay Cleaners, Chicago, Illinois, "you just can't over-stress the importance of good customer relations. We take every opportunity to show our customers how we clean their clothes and the advantages of safe solvents.

"The sales and technical aids we get from our DOW-PER® distributor help keep us on the right track. Two of the operating manuals, 'Customer Relations' and 'The Nature Of Synthetic Solvents' contain information we use in our

everyday public relations program.

"We never run out of ideas because 'Spot News', the DOW-PER publication, always has helpful tips on public relations. And we get a lot of good customer reaction from the signs, newspaper mats and other free DOW-PER promotional material our distributor gives us."

Why not take advantage of the extra services your DOW-PER distributor offers? Call him today or write us for the full story. THE DOW CHEMICAL COMPANY, Midland, Michigan.

YOU CAN DEPEND ON





EXCESSIVE HEAD PRESSURE should be avoided when finishing most man-made fabrics.

mon to see unevenness in such fabric.

Most cleaners can attest to finishing problems involved with wool felt or Pellon. Actually, however, most bonded fabrics have given little trouble in the cleaning or spotting departments. Perhaps this is due to the fact that such materials are so different from regular fabrics that cleaners were quick to recognize them.

Since these fabrics are unusual, most plants give them careful handling. A short cleaning cycle and reduced mechanical action throughout processing eliminate most of the risk.

Spotters were quick to realize that bonded fabrics could be literally blown apart unless the spotting gun was used carefully. Because this fabric is so easily distorted, wetcleaning should only be done with the customer's approval.

There is a pesky problem of stain removal from bonded fabrics. Some of the dyestuffs bleed profusely on the alkaline side and, in many instances, with a neutral lubricant. Analysis departments have been besieged with wool felt garments, particularly the mottled gray variety. The dye has bled to a bronze color (the brown dye component of the black dye). In some cases, efforts to overcome this first bleeding of brown dye cause its blue component to bleed. It is virtually impossible to clear up this fugitive dyestuff.

Precautions on metallic fiber

Metallic yarns are another specialty fiber. They have gained wide popularity because of their glitter. There are no special problems, except that it should be noted that excessive mechanical action in cleaning or spotting can damage the fiber.

The flat metal threads may be broken before cleaning, just through

wear. Metallic garments should be carefully inspected and any damage reported to the customer before processing.

Metallic yarns often tarnish when exposed to acids. This is especially true of underarm areas. Such corrosion can be cleared by the use of a rust remover. It's important to rinse the area after treatment or the acidity of the rust remover can cause further corrosion.

If bleaches are needed, it is better to use an oxidizing bleach. The sulfur bleaching agents, such as sodium hydrosulfite, can form a black metallic sulfide on the yarns.

Real or imitation?

Since the deep-pile synthetic coats have gained such wide popularity, some careless employee in finishing may assume all deep-pile coats are cloth. If a real fur coat gets hit by steam the cleaner has a serious problem on his hands.

Should this occur, the hardened area can be softened by opening the lining and first applying salt water to the pelt. Then the pelt is staked out on a wooden board. This is done with small wire nails after the operator stretches the pelt to its original size. Next, an oil such as neatsfoot or special fish oils is used to replace the natural oil of the skin. The pelt is left in this state overnight. The next day the skin should be given a short rinse in solvent. This will remove the excess oil but the pelt will be back to its original softness.

Imitation or glued velvets will continue to plague cleaners. This material is used for trim, mainly on skirts and dresses. The adhesive used is solvent-soluble. When a garment trimmed with this material is drycleaned, the imitation velvet will come loose from the fabric and will hang in shreds. Markers should be cautioned to watch for this trim so the customer can be advised of the garment's unserviceability.

Watch leathers

Leather garments are as popular as ever this year. It must be remembered that leathers and suedes are a specialized cleaning project in themselves. While there are some special finishes that permit regular drycleaning, only a portion of garments on the market received this treatment.

Most cleaners have learned to rely on firms that specialize in leather cleaning and finishing. They and their customers are assured that the garment will be handled professionally. The original color and "hand" will be

restored, and at prices that still leave a profit for the drycleaner.

Finishing tips on non-thermoplastics

Items made of glass fiber will require little or no finishing. A light touch of the hot-head may straighten out any wrinkles slightly. There isn't much that can be done with deep-set wrinkles. In any case, the head of the press should never be locked, even where hard wrinkles are found. The locked head can break the fibers.

Glass-fiber fabrics should be folded as little as possible. After finishing, they should be folded as loosely as possible. Care should be taken not to crush these fabrics with other work. Pressure is more detrimental than heat. Fiber glass can withstand temperatures up to 600 degrees Fahrenheit.

Vicara can be finished at the same temperature as the major fiber with which it has been blended. It finishes best at 325 degrees and will separate at 475 degrees, well above average finishing range. The equipment in the finishing department has already been suggested in previous chapters of this series.

Duran, Mylor and Lurex, the metallic fibers, may require sizing if they are badly wrinkled. The wrinkles will not disappear completely, however, since these fibers act very much like bent wire. Once they are bent, it is impossible to remove the kink entirely.

Imitation fur will present no problem to the finisher. The big exception to this is the Orlon-Dynel deep-pile fabric discussed in a recent article. There are special finishing agents and equipment that should be used, rather than conventional pressing equipment. Orlon-Dynel is heat-sensitive and has no more place in the regular finishing department than real fur coats.

Imitation leathers can be finished on a hot-head press. No steam or water should be used, however. While that same technique may be employed on genuine leather, it has already been recommended to turn leather garments over to a professional leather firm.

General finishing tips

Since this is the concluding chapter in the current series, it is well to review some general hints for the finishing department. Here they are:

1. Steam pressure should be held to 70 p.s.i. maximum.
2. A little steam goes a long way. It is always possible to get more.
3. Less use of the hands speeds production, improves quality.
4. Be sure of the fabric and its characteristics; then proceed. # #

PRESENTING.....

THE PROFIT MAKING UNIPRESS

Glide-O-Lectric

ELECTRIC ONE-GIRL SHIRT FINISHING UNIT

- ★ DRESS SHIRTS
- ★ SPORT SHIRTS



★
25-30
SHIRTS
AN HOUR

★
EASY TO
INSTALL
No Boiler
or Steam
Equipment
Necessary

★
DECORATOR
COLORS

★
EASY TO
OPERATE

★
FULLY
AUTOMATIC

★
SPACE-
SAVING

★
TOP-QUALITY
FINISHING

★
RUGGED
CONSTRUCTION

★
PAYS FOR
ITSELF

UNIPRESS
makes your entry into Shirt Finishing possible Today!

... And you can do it without installing boilers and other expensive equipment. The UNIPRESS GLIDE-O-LECTRIC unit is air operated with electrically heated heads and bucks to assure top quality and outstanding production. The GLIDE-O-LECTRIC four machine unit is fully automatic. *Training an operator is simple* ... needs only a few hours of instruction. The UNIPRESS GLIDE-O-LECTRIC unit is designed to produce approximately 200-250 quality finished shirts per day. That means extra profits for you, faster service to customers.

SEE it in operation at the

N.I.D. CONVENTION

ATLANTIC CITY • MARCH 7-10

BOOTHES 311-314 and 261-264

A Full Exhibition of UNIPRESS
Dry Cleaning and Laundry Equipment

*Send the coupon today and get complete details on how the
UNIPRESS GLIDE-O-LECTRIC can develop
a profitable shirt business for you.*

FINER FINISHING FASTER WITH...



THE UNIPRESS COMPANY

2814 Lyndale Avenue So. • Minneapolis, Minnesota



OFFICERS of Illinois association, left to right: president, Arthur Jones; vice-president, Herman Hoekstra; secretary-treasurer, Paul Betscher

Spotlight on Sales At Illinois Show

PACKAGING THAT SELLS—the theme of the fortieth annual convention of the Illinois State Drycleaners Association—attracted over 700 registrants to the Morrison Hotel in Chicago on November 23, 24 and 25. A display of the latest in packaging materials was presented by 50 allied tradesmen in the exhibition hall of the hotel on Friday and Saturday.

Various steps in product packaging and merchandising were presented during the business sessions. On Saturday morning the nationally known artist and package designer, Douglas M. Smith, Sid Dickens Company, explained "How To Design That Package." Using colored slide films Mr. Smith showed the plantowners how packaging in other fields becomes the

total presentation of the product and the producer. As a visual symbol the package must have power to attract, be instantly recognized, easy to remember, adaptable, must reflect its sponsor, be compatible, unique and of lasting value. Mr. Smith stressed the point that principles of good package design and product identification in other industries should be applied to every facet of the plantowner's business. The vast market for drycleaning services, he declared, can be tapped by creating a package that will sell the customer.

Ben Rosenfeld, executive director, Chicago Drycleaners Association, in a speech entitled "Pricing the Package" stated that the right price will be determined by the way the service is sold. Attractive packaging is one way to sell. It not only enhances the looks of the garment but is a contributing factor in maintaining a better price structure in the plant.

In a post-luncheon speech on Saturday, Bill Gove, Gove Sales Associates, St. Paul, Minnesota, aroused enthusiastic interest with his humorous approach to "Selling That Package." The only way to build sales, he said, is to make it easy for the customer to use drycleaning service.

Sunday morning was turned over to a panel discussion by plantowners who have successfully used packaging as a means of merchandising their services. Don Strater, Strater Cleaners,

Continued on page 76

Ohioans Discuss Management Problems

PROFIT WITH PROGRESS was the theme of the forty-second annual convention of the Ohio Drycleaners Association, held in Columbus on October 5, 6 and 7.

Over 300 plantowners and members of the allied trades attended the event,

which opened on Friday evening with a welcoming address by the Honorable Maynard Sensenbrenner, mayor of Columbus. The first speech was presented by Dr. Dorothy S. Lyle, director of consumer relations, National Institute of Drycleaning, who talked

on "1956-57 Fabrics and Fashions." The evening session was concluded after an address entitled "Our American Heritage" by Dr. R. C. S. Young, College of Business Administration, University of Georgia.

Continued on page 76



OHIO OFFICERS, left to right, seated: Charles B. Trusal, J. W. Hiltz, Donald E. Strater, C. C. Loudenslager. Back row: Trustees R. F. Creed, Richard Fox, A. L. Miller, R. V. Reifert, C. F. Schwan, R. E. Smith, George Meece

Do they like Butler extracting washers? Read this - and decide for yourself!

MODEL CLEANERS



PHONE 2385

BREMEN, GA

Mr. Philip D. DeWitt
Butler Manufacturing Company
1858 Cheshire Bridge Road, N.E.
Atlanta 9, Georgia

November 2, 1955

Dear Phil:

We are so pleased with our purchase of the 60 lb. Butler Extracting Washer that we would like to inform you of some of the advantages we have found most worthwhile.

We have been able to eliminate one employee in the cleaning department and also save up to one third of our solvent. The work flow through the plant is much smoother, no waiting for the garments in the finishing department, and no wasted time in the mornings. My partner, Tom Smith, states that he is able to save an hour to an hour and a half on route delivery because the clothes are ready for him earlier.

Your competitors with the open type wheel had almost convinced me of their design, but I am certainly glad that I listened to you and bought a Butler Extracting Washer. The divided pocket is the best selling point as it is just like running two washers at once. I am now able to run mixed loads - light wools in one pocket and dark wools in the other - no lint problems whatsoever and no extractor wrinkles. The garments are noticeably brighter than when done in the conventional type wheels I have used previously, and yet the action is far gentler as I have less buttons knocked off the clothes.

I was also delighted that the installation cost was very small and the servicemen Butler assigned to this job were most cooperative. Be sure to come by to see us soon and if you have any prospective customers, please feel free to bring or send them to visit our plant at any time.

With best regards, I remain

Sincerely yours,

Louis McPherson

LM:AD



Manufacturers of Oil Equipment
Steel Buildings • Farm Equipment
Dry Cleaners Equipment
Outdoor Advertising Equipment
Special Products

Factories at
Kansas City, Mo. • Minneapolis, Minn.
Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Houston, Tex.
Burlington, Ont., Canada



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Dept. 13, Room 602, 103 Park Avenue, New York 17, N.Y.

Dept. 23, 1858 Cheshire Bridge Road, N.E., Atlanta, Ga.

Please send folder giving full information on Butler extracting washers.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Plantowners across the country are showing an ever-increasing interest in the subject of merchandising and selling service. To find out specifically what management is doing our roving reporter asked the following question of a sampling of conventioners who attended the Illinois State meeting:

What advertising or sales promotion program have you carried out in your plant that resulted in more business for you this year?



John Koplos, Phoenix Cleaners, Rockford, Illinois

"We started a six week newspaper campaign using 2 and 3-column ads promoting our new shirt service. We ran an ad at least twice a week. Following through on this in the drycleaning department we used a novel handkerchief pocket insert on every man's suit coat going out of the plant. This way we made sure that our drycleaning customers knew about the shirt finishing facilities. We have never done this type of promotion before. Though we spent over \$300 on the whole promotion it boosted volume at least 5 percent in the plant."



Ray Stone, Peoria Cleaners, Peoria, Illinois

"I gambled on the pulling power of television outside the metropolitan areas. Four times a month I brought various pieces of finishing equipment down to the station and presented short demonstrations between showings of the film presentation that we sponsored. It cost \$600 but every cent I've spent has been profitable, judging from the inquiries we've been receiving about service in our plant."



Mrs. Olive Nelson, Onarga Cleaners, Onarga, Illinois

"Being in a small community downstate we rely very much on our route salesman who covers 13 communities in a radius of 30 miles of the plant. For three consecutive Saturdays we hired two pretty high school girls who canvassed the area with our salesman and distributed pickup cards which the housewife can place in her window whenever she wants the route salesman to stop for an order. The girls presented each lady with a pretty colored shoulder cover that fits over a hanger. Believe me, it's made soliciting a lot easier for the route salesman when he's canvassing streets in these towns for business."



Orville Crossley, Jacobs Cleaners, Rock Island, Illinois

"I never realized radio advertising could be so effective for us until I started using spot commercials on the local station. We used them on the first three days of the week during the early morning hours. It attracted a great deal of attention from the housewife who told us about it in the call office. It certainly was well worth spending the \$20 a day. I can tell you that our over-all volume is up at least 5 percent in the first seven months of 1956."

ILLINOIS SHOW—

Continued from page 74

Toledo, Ohio, showed an assortment of package designs that he uses to create customer interest; Cecil Treadway, Birck-Fellinger, Chicago, talked about his success in selling packaging through the medium of television. Gene Hauk, Cascade Laundry and Drycleaners, Des Moines, Iowa, urged plantowners to insure good, sound management by providing a method analysis of each operation in the plant. Moderator for the panel was Herman Hoekstra, South Holland, Illinois.

Joe Meek, executive director, Illinois Small Business Association, closed the business meetings with an inspiring talk on the importance of individual initiative.

A pre-convention cocktail party on Friday evening plus a Saturday night banquet and floor show made up the entertainment portion of the convention. A drawing for an all-expense trip to Las Vegas was included. The special luncheon and tour of Chicago's newest skyscraper attracted the interest of the ladies while the business sessions were being held.

New officers elected and installed include president, Arthur Janes, Decatur, and vice-president, Herman Hoekstra, South Holland. The secretary-treasurer, Paul Betscher, Chicago, remains in office; Oscar Howard continues as the executive technical field director for the association.

Directors for the coming year will be: chairman and former association president, Clarence Felslead, Sandwich; Milton Rosenberg, Chicago; Don Harbur, Peoria; J. F. Stork, Alton; Edward Breen, Jr., La Grange; Warren Delaney, Chicago; Victor Vanderhie, Blue Island; Larry Greenacre, DeKalb; Mrs. Olive Nelson, Onarga; Wendell Lamblin, Centralia; Steve Kodiak, Joliet; Sol Bolnick, Chicago; Roger O'Connor, River Forest; Edward Malerich, Lincoln.

—Harry Yeates

OHIOANS DISCUSS

Continued from page 74

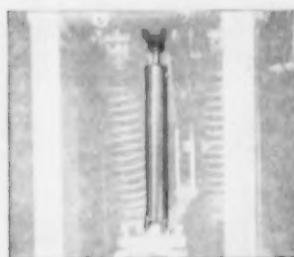
The Saturday morning session started with a rousing talk by Victor D. Oakley, director of education, Sta-Nu Corporation. In a speech on "Management's Responsibilities and Sales" Mr. Oakley stressed the need for each plantowner to teach employees how to produce more sales. John A. Ireland, supervisor Department of Education, NID, offered helpful operating

4 and 20 More—

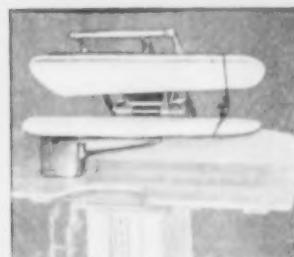
Reasons this PANTEX DELUXE Foot-Operated Press LEADS ITS FIELD TODAY



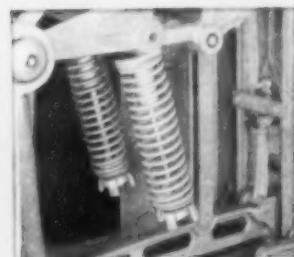
Greatly Improved
Leverage



Automatic Oil Check



Wider Head Opening



Compression Balance
Springs



Simply because no other Foot-Operated drycleaning press has so many built-in features of superiority, no other can match the Pantex Deluxe for popularity.

There are a full two dozen reasons why this press leads its field today. Here are

some facts about just four of its top-value features. Read them, now, and send for the Bulletin that tells about all the other things that make a Pantex Deluxe the choice of drycleaners who invest equipment dollars with care.

4 Examples of Better Press Building

Basic engineering superiorities make a Deluxe press *light as a feather* to operate. And, more free from problems than any press has been before.

Improved Leverage Design greatly reduces friction in the operation of the heavy parts . . . saves wear and operator effort. A bridge-like truss, welded to the frame absorbs all stress and strain. A simplified Automatic Compensator eliminates backlash and permits easy pressure adjustment between head and buck.

Compression Balance Springs replace the old-fashioned counterweight. This eliminates fatiguing drag as head is closed . . . eliminates treacherous and troublesome tension springs . . . ends danger from

a falling head. The head lever adjustment for varying fabric thickness can be set fast and easy from front of press.

Automatic Oil Check permits maximum opening of the head every time . . . with a fast, smooth "gliding" action. It is a positive, self-adjusting check that ends bounce and jar and reduces noise in the head action. Coupled with the improved leverage, compression balance springs and roller bearings, this check provides unheard-of smoothness in action that cuts time and effort to boost production.

Wider Head Opening . . . an actual 50° opening between head and buck provides extra working space . . . assures easier garment handling and lays.

Pantex

MANUFACTURING CORPORATION

Box 660A, Pawtucket 2, Rhode Island

tips from a technical viewpoint that any plantowner can apply in various departments of the plant.

During the afternoon members of the convention attended the Ohio State-Stanford football game. A cocktail party that evening preceded the annual banquet and floor show. There was dancing later in the ballroom.

After a coffee hour on Sunday morning activities resumed with a film outlining defects of certain supplementary unemployment benefits that bypass state benefits. The first speaker of the morning was George Taddei, Solvent Sales, The Dow Chemical

Co., who traced the evolution of the drycleaning machine and various chemicals used in the industry. Next Leonard Wilcox, Zimmerman, Inc., Cincinnati, explained his firm's "Process of Cleaning Man-Made Furs." The last speech of the convention was presented by Howard Smith, assistant sales manager, Sanitone Division, Emery Industries, whose talk, "The Path of Total Management," diagnosed the need for leadership supervision and development of all facets of the plant operation.

Committee reports were made and a general business discussion was held

before the three-day convention adjourned.

Officers of the association are: president, Donald E. Strater, Strater Cleaners, Toledo; vice-president, J. W. Hilz, Certified Cleaners, Hamilton; treasurer, C. C. Loudenslager, Columbus Lace, Columbus, and permanent secretary, Charles B. Truxal, Columbus.

The board of trustees includes: R. F. Creed, Struthers; Richard Fox, Dayton; A. L. Miller, Cleveland; R. V. Reifert, Dover; C. F. Schwan, Port Clinton; George Meece, Hamilton; R. E. Smith, Columbus.—Harry Yeates

New Yorkers Hear NID Director

A WARM WELCOME was given the newest member of National Institute of Drycleaning's top echelon by the 165 persons attending the recent Fall Conference of the New York State Launderers and Cleaners Association. The tribute was given to Doctor Joseph R. Wiebush at Whiteface Inn, Whiteface, N. Y., during the October 11-14 convention.

NID's new director of research described the status of the charged system in drycleaning plants. Qualifying his remarks by saying that both synthetic and petroleum plants can give first-class cleaning, he concentrated on synthetic units. He gave hints on the best ways to recover a maximum amount of perchlorethylene while getting over 12,000 pounds of cleaning per drum, according to actual NID tests.

The biggest loss is caused by water, Dr. Wiebush told the group. "The higher the temperature, the more recovery usually results," and he warned against short runs, overloading and low temperatures.

As to the problem of color loss, Dr. Wiebush sympathized with the plant-owners and he informed them of pres-

ent legislation asking the manufacturers of the four troublesome dyes to test the dyes for drycleaning safety. Caramelized sugar stains were still a mystery, he said, but in the matter of shrinkage, he stated that sometimes a lack of judgment was the cause.

An all-day Round Table Workshop completed the business phase of the convention. The participants discussed ways of increasing volume by special promotions, the minimum wage-hour law, the need for quality shirt production, route salesmen, and the merits

of adding drycleaning to present laundry services.

The ladies' program consisted of courses in beauty make-up, grooming, posture and exercises supervised by representatives of Elizabeth Arden's Charm School.

Highlighting the fun activities were the popular golf tournament for men and women, boat excursions, bingo games, the Saturday banquet featuring Jimmy Swan, nationally known comedian, and the dancing that followed. # #



PROOF THAT FUN can be mixed with business. Cause of smiles is comedian Jimmy Swan who regaled Saturday night banquet audience



HEAD TABLE DIGNITARIES, left to right: Morris Landau, Cummings-Landau Laundry Machinery Co.; Ethel Fay, assistant to president; Carl F. M. Wilke, treasurer; Mrs. Paul J. Rickett; Leo B. Ahern, president; Jimmy Swan, guest comedian; Dr. Joseph R. Wiebush, director of research, NID; Mrs. Leo B. Ahern; Paul J. Rickett, vice-president; Mrs. Morris Landau

THE SWING IS TO SHIRTS

"over a third of the cleaners who offer shirt service have added it in the last two years."*

Cleaners are fast recognizing that shirt service and dry-cleaning go together like ham and eggs. They find that shirt laundry not only brings in more people—but can be profitable too. But this takes know-how. No point in losing your shirt to boost volume. What you need is expert help:

H. KOHNSTAMM'S SHIRT SERVICE

We'll give you the benefit of 106 years of washing experience. Time-tested tips on how to save time, trouble and work will eliminate the wrinkles that cut down profit. Why settle for less than the best—when it costs no more? Write or phone today—and hop on to the rising trend to make more profit by doing shirts—and doing them profitably.

* Based on a survey by a leading dry-cleaning publication



A complete line of laundry and dry-cleaning supplies.
Send for free booklet, "Better Way Washing Talks."
Nation-wide service.

THE MOST HONORED NAME IN THE TEXTILE MAINTENANCE INDUSTRY.

H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST.,
HUNTINGTON PARK, CALIF.



ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PITTSBURGH • ST LOUIS • SAN ANTONIO • SEATTLE

FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

"Our Manitowoc System solved 3 problems for us ...time, space, and location"

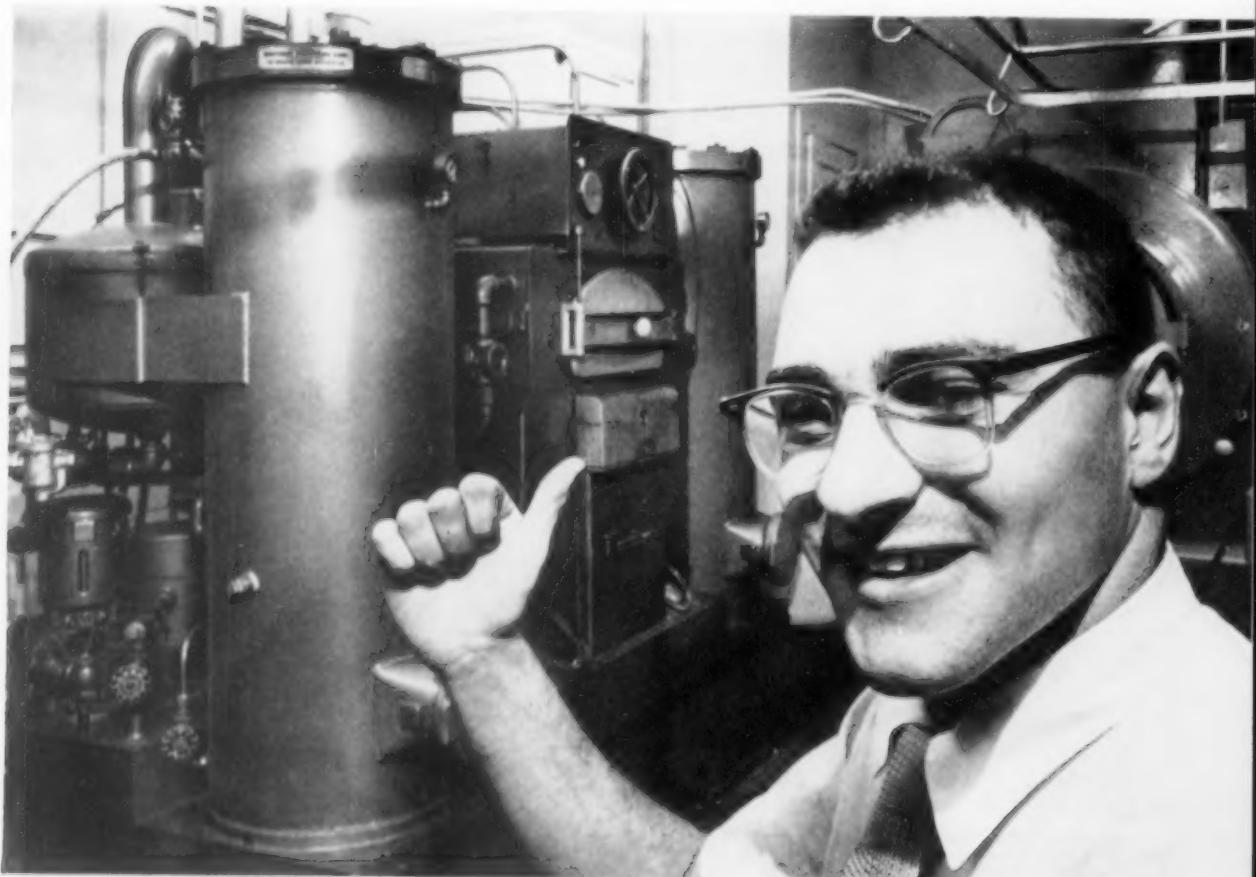
GERALD J. LERNER
EM N EL Cleaners, Chicago

One-hour quality cleaning for travelers using Chicago's giant Greyhound Bus Terminal was the goal established by EM N EL Cleaners when the fast-service shop began operation in August, 1956. "We knew these people would want their clothes returned fast to meet tight schedules — perhaps with only a 2-hour layover," says Gerald J. Lerner, partner in the new firm. "Consequently, we had to have a machine operate successfully within an almost impossible time element!"

City ordinances did not allow actual cleaning in the terminal, so a separate store had to be established nearby. "We finally found quarters," said Mr. Lerner, "but much smaller than we had planned. A cleaning unit was needed which would fit in the available space of 40' by 18'. Luckily, we found it in Manitowoc's Model 35 2-bath Perchlor machine. It is a unit which gives us the one-hour cleaning we needed — yet occupies only 35 square feet of space."

"Aside from its space-saving dimensions, the Manitowoc makes it possible for us to advertise and become known as a 'one-hour' cleaning service. People who travel wear their clothes for a longer period than normal — therefore, their garments need better cleaning attention. This Manitowoc gives our customers the one-hour quality cleaning they want."

"Due to the unit's fast operation, we are now able



to pick up garments from the terminal shop one hour and return them the next hour. We have consistently operated on a 90 lb. per hour cleaning cycle. This includes 150 lbs. of 'transient' quick service clothing a day, plus our regular store business. We feel this is a remarkable performance, considering that we must constantly be on the alert for the urgently needed 'quickies' we run into."

"And finally," Mr. Lerner noted, "the Manitowoc is so simple to run that my wife can operate it efficiently . . . and does!"

SPACE-SAVING DESIGN

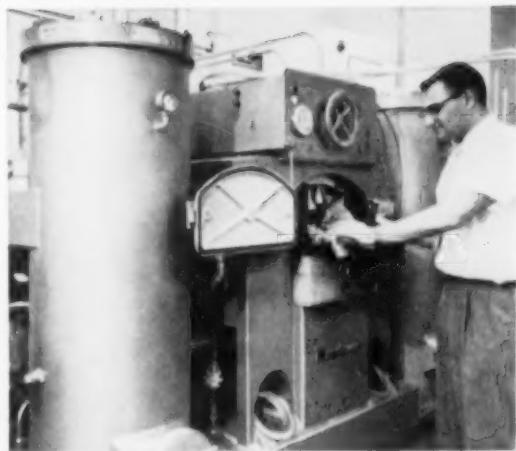
Manitowoc's clean, compact design "saved the day" for EM N EL Cleaners. "With a gross total of only 720 square feet," Mr. Lerner said, "we found we could utilize only 616 square feet for our cleaning operation. We examined competitive makes of cleaning equipment and found that the nearest one to the Manitowoc took up almost 35% more space!"

ONE-HOUR SERVICE

EM N EL Cleaners advertises . . . and delivers one-hour quality cleaning with their Manitowoc 2-bath Perchlor. "Frequently, it is necessary to interrupt the cycle for a rush job," says Gerald Lerner. "All we do is stop the machine, insert the new cleaning batch and re-run. The traveler will have his clothing back within the hour!"

ONLY ONE DRUM OF SOLVENT ADDED IN SIX WEEKS

The firm started operation with an initial 275 gallons of Perchlor. After six weeks of heavy duty cleaning, averaging 90 lbs. of clothing an hour, only one 55 gallon drum of solvent was added to the system. Manitowoc 2-bath units are real solvent-savers because exclusive, foolproof Diverti-Flo positively prevents inter-mix of wash and rinse solvents — guarantees greater solvent mileage.



Gerald J. Lerner loads big, divided-pocket basket of his new Manitowoc 2-bath Perc unit.



High-efficiency recovery tumbler features huge 30" x 36" basket, complete deodorization and thorough solvent reclamation.

Manitowoc

A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

Tumblers Filters Stills Dry Cleaning Units

X X X X X Perchlor 140°F-105°F X X X X X

MANITOWOC ENGINEERING CORP.

Dept. MRS-2 Manitowoc, Wis.
Please rush complete information on
the following:

<input type="checkbox"/> Model 70 2-bath Perc.	<input type="checkbox"/> Model 35 2-bath Perc.
<input type="checkbox"/> Single-bath cleaning systems	<input type="checkbox"/> Petroleum cleaning systems
<input type="checkbox"/> Tumblers	<input type="checkbox"/> Stills (Capacity)

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

N.I.D. NEWS



Wheaton Takes Honors in 96th Class: Don P. Wheaton, Williams Laundry Company, White River Junction, Vt., ranked top scholastically among 26 students who were graduated recently from the ninety-sixth general course in drycleaning plant practices at the National Institute of Drycleaning.

The NID Alumni Society awarded Mr. Wheaton the sixth John P. Grey Memorial Scholarship to the four-week course in drycleaning plant management. Close behind Mr. Wheaton was Vincent B. Caza of the Prosperity Company, Syracuse, N. Y.; James W. Howcroft, Pontiac Laundry-Dry Cleaners, Pontiac, Mich., placed third.

Shown in the photo are the 26 graduates. Left to right, front row, they are: Wendell G. Johnson, Jr., New Way Drycleaning Factory, Karachi, Pakistan; James T. Walker, Kenyon's Cleaning Co., Westerly, R. I.; James L. Mowen, Chain-O-Lakes Cleaners, Antioch, Ill.; Ronald S. Siegel, Oakley Cleaners, Monticello, N. Y.; Robert F. Bumpus, De Luxe Cleaners, Birmingham, Ala.; Tommy Haverluck (class president), Modern Cleaners, Dauphin, Manitoba, Can.; Vincent B. Caza; Robert Fontaine, Parisian Clean-

ers, Woonsocket, R. I.; Robert F. McGill, Sayville, N. Y.

Second row: Peter R. Gerber, One Hour Cleaners, Newark, N. J.; Arthur J. Epstein, Long Beach, N. Y.; Don P. Wheaton; David Mann, Sunlight Laundry and Drycleaners, Richmond, Va.; Lucy Gentilcore, Nifty Valet, Washington, D. C.; John W. Vlahoullis, Downtown Cleaners, Sioux City, Iowa; Edgar B. Meehan, Sayre Cleaners and Dyers, Sayre, Pa.; Jack B. Lynn, Melody Cleaners, Oklahoma City, Okla.; Robert E. Middlebrooks, Valet Quality Cleaners, Great Falls, Mont.

Third row: Charles J. Seibert, Productos Quimicos Wilmington S/A, Sao Paulo, Brazil; John F. Myers, White Cleaners, Greencastle, Ind.; Joseph Goldman, Lilac Laundry and Drycleaners, Inc., Rochester, N. Y.; Edward Bookman, Town and Country Cleaners, Ltd., Montreal, Quebec, Can.; Fred D. Corfee, Corfee's Laundry and Drycleaning, Sacramento, Calif.; Kalevi Heinonen, Helsinki, Finland; Dan D. Irampont, Holladay Cleaners, Holladay, Utah; Rene Arana, Esquire Drycleaning Corporation, Hato Rey, Puerto Rico.

Wool Finishing Graduates: Thirteen students recently completed NID's special two-week course in wool finishing. They are: Charles Kirschner, Hiawatha Cleaning and Dyeing Inc., Minneapolis; Phyllis Zinicola, Sherill (N. Y.) Cleaners; Mildred Wiser, Ethel Shifler, and Alberta Burge, Ideal Cleaners, Chambersburg, Pa.; Joan Osborne, Smock Cleaners, Sharon, Pa.; James H. Davis, Creech Cleaners, Inc., Fort Bragg, N. C.; Kenneth R. Freeman, Oriental Cleaning and Laundry Co., Dallas; Roland St. Germain, Parisian Cleaners, Woonsocket, R. I.; Roy E. Rasco, Bishop Laundry and Cleaners, Dothan, Ala.; William A. Erickson, Concord (N. H.) Cleaners, Inc.; Stanley L. Caplan, General Valet Service, Fort George G. Meade, Md.; and Jack W. Cook, New Radford (Va.) Laundry, Inc.

#

Spring Courses Scheduled: William B. White, director of education at the National Institute of Drycleaning, announces that applications are now being accepted for the ninety-eighth 12-week general course and the four-week fortyth management course, both of which begin April 1, 1957.

A one-week course in the techniques of cleaning and finishing all types of leather has been planned for April 8-12.

Catalog, application blanks and further information may be obtained by writing The Registrar, National Institute of Drycleaning, Silver Spring, Md.



NID Takes a Picture: To help mark its fiftieth anniversary as well as to show the great contribution made to its success by its personnel, the Insti-

tute recently took a picture of its employees. The NID employs 118 men and women: 50 for the plant, 68 for the NID. Shown here are 104 of

them. The first four rows are Institute employees and the back four are plant employees.

Continued on page 84

New System reduces bookkeeping time 75%



Tickets are photographed by pressing a button on Recordak Junior Microfilmer. One girl handles the bookkeeping and photographs tickets for plant-store and three branches as part of daily job.

**Howards' laundry and dry cleaning firm,
Birmingham, Ala., saves upwards of \$4,000
per year by taking pictures of tickets instead of
keeping a written record.**



As owner Charlie Howard points out—all the new system calls for is a low-cost Recordak Junior Microfilmer, an adding machine, and a part-time bookkeeper.

Just list the ticket charges on the adding machine and enter totals in general sales ledger. Then photograph the tickets and the tapes in your Recordak Junior—nothing could be easier, faster. You can photograph up to 40 tickets in a minute for approximately 3¢.

One girl, as part of her daily job, handles all the tickets for Charlie Howards' plant-store and three outlets. She simply presses a button on the Recordak Junior and gets a photographically complete record *instantaneously*. Service to customers is also much faster—no longer

are completed orders held up waiting for tickets to be transcribed!

Write today for complete details on this new system and the Recordak Junior Microfilmer (with built-in film reader), which you can buy for as little as \$550; or rent for as little as \$17.50 per month.

"Recordak" is a trademark
Price subject to change without notice

RECORDAK
(Subsidiary of Eastman Kodak Company)

**originator of modern microfilming—
and its application to business routines**

MAIL COUPON TODAY

RECORDAK CORPORATION
415 Madison Avenue, New York 17, N. Y.

Gentlemen: Please send further information on laundry and dry cleaner savings with Recordak Microfilmer.

FF-2

Name _____ Position _____

Company _____

Street _____

City _____ State _____

Continued from page 82

Golden Anniversary Convention: The entire program of the Golden Anniversary Convention of the National Institute of Drycleaning is planned to take stock of what has been accomplished and what remains ahead. Drycleaners will have questions about their future course answered in a series of meetings to be held at the Chalfonte-Haddon Hall in Atlantic City, New Jersey, the headquarters hotel for the March 7-10 convention.

The initial program will feature the presentation by Dr. Ernest Dichter and Irving Gilman of the Institute for Motivational Research of their findings in a survey of consumers' psychological attitudes toward drycleaning.

Panel presentations will cover problems of organizing and motivating an effective sales force, and the pros and cons of the question, "Should a drycleaner do shirts?" A panel presented by members of the NID staff will answer the question, "Where do we go from here?"

These specific looks ahead will be summarized by Dr. William E. Coughlin, director of consumer service, Textiles Division, Celanese Corporation of America. With the convention's final speech he will chart the road the industry is to travel as NID's second half-century gets under way.

Entertainment will include a fashion show, a cabaret night with an entire lobby of the Chalfonte Hotel converted into a Paris street scene, and the Saturday night banquet and floor show on March 9.

From the point of view of exhibits, it also looks like a huge convention. By the end of December 225 exhibitors had taken 50,000 square feet of floor space, with NID officials expecting the total to break all records.

The full program, with complete list of speakers and entertainment features and their times and places, as well as the list of exhibitors, booth numbers and the exhibit floor plan, will appear in our March Guidebook issue.

#

Greater New York Alumni Meet: At the first winter meeting of Beta Chapter, NID Alumni Society, Bob Ross, Eastern district service manager, R. R. Street & Co. Inc., acted as guest speaker.

At this meeting it was decided that the problems of drycleaners going into shirt laundering would be discussed at future sessions. Sam Kaufman, president of the group, requests that members not receiving notices from the Beta Chapter contact Mort Lesser, 657 E. 26th St., Brooklyn, N. Y.



Swan Cleaners, Inc., use compact Drysets in each of its six plants in the Syracuse, N. Y., area. Besides boosting production, Dryset has lowered Swan's fuel, maintenance, and operating costs.

**RING UP PROFITS,
PRESS DOWN COSTS**

with

LAMSON DRYSET®

Dryset reduces your steam costs up to 50%, because Dryset Air Vacuum uses no steam. A powerful current of clean, dry air, sucked by the vacuum unit, is drawn through the garment at high velocity, instantly drying it while still on the buck. This means faster handling of every job — actually makes it a snap to do an hour's pressing in only 45 minutes.

Quality of work? EXCELLENT! with smooth, well-set, long-lasting creases and never a rough or puckered area from air-drying of retained moisture.

Whether your production calls for Horizontal Type (8-250 presses) or Unit Type Drysets (2-8 presses), you'll lower operating costs because Dryset handles more presses per H.P. rating than any other air vacuum system. That's a fact!

VALUABLE INFORMATION!

Clip to Your Letterhead

LAMSON

Send me a Dryset Bulletin and plant Survey Sheet, without cost or obligation.

LAMSON CORPORATION

201 Lamson Street, Syracuse 1, N. Y.

Plants in Syracuse and San Francisco
Offices in Principal Cities



**MODERN
garment
handling
builds your
profits**

DIALAMATIC CONVEYOR

Saves Time—Dialamatic delivers garments to the counter in seconds. Your attendant stays with the customer, eliminating annoying delays caused by searching for garments.

Saves Space—39% more orders handled in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space.

Boosts Sales—Efficient, modern garment delivery is a big plus in customer relations . . . instills confidence in your over-all operation. Dialamatic attracts customers into your place of business.

DIAL AND DELIVER

As easy as dialing a telephone . . . and faster! Just turn the dial to the order number and there it is . . . the complete order at your sales counter in seconds.



DETREX CHEMICAL INDUSTRIES, INC.

**Dept. JC-70
Box 501, Detroit 32, Michigan**

Send me more information on the Dialamatic Conveyor and how it can boost my sales.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DETREX **CHEMICAL**
INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

ASSOCIATION NOTES

Young Men's Conference: Seven young leaders in the laundry industry have been scheduled to speak at the eighth annual Young Men's Conference of the American Institute of Laundering. It is planned to add five more speakers to the conference program, set for March 5 and 6, in Haddon Hall, Atlantic City, N. J. The

conference is scheduled just prior to the opening of the NID convention and exhibit in order that laundrymen may attend both meetings.

Three speakers will talk during each of the four sessions in the two-day meeting. Those already scheduled to appear include the following: Jack Chin, Chin's Laundry, Mobile, Ala.,

"Three Laundries Under One Roof"; Duane Noble, Hoosier Cleaners and Laundry, Elkhart, Ind., "Quality—How, Oh How Do We Get It?"; Frank Fite, Fite's, Tyler, Tex., "Starting from Scratch"; Charles M. Smith, III, Troy Laundry Company, Montgomery, Ala., "Tools of Management"; George Y. Klinefelter, Jr., Elite Laundry-Dry Cleaners, Baltimore, Md., "Suddenly We Had To Move"; Arnold J. Smith, Robison and Smith, Inc. Launderers and Cleaners, Cloversville, N. Y., "Preventive Maintenance Pays Dividends," and G. Rolfe Scofield, Jr., Crescent Puritan Laundry, Rochester, N. Y. (subject to be announced).

More information is available from the AIL's Membership Department, Joliet, Ill.

#

New Local Groups: Association des Nettoyeurs du District de Quebec is the name of a new association recently formed in Quebec. Executives include Horace Morin, president (H. Morin Inc.), J. P. Joubert, vice-president (Teinturerie Francaise Inc.) and Phil Nolan, secretary-treasurer (Nettoyeurs Richelieu Inc.).

L'Association des Nettoyeurs en Gros de Montreal Inc. (Montreal Wholesale Dry Cleaners Association Inc.) was recently formed and has held two meetings in Montreal.

Drycleaners and launderers of Rutheford County, N. C., have organized a new association.

William A. Hewitt was elected first president of the Vicinity Cleaners Association at an organizational meeting in Elmira, N. Y. Other officers chosen by the group of 17 who attended are: Dean F. Moak, vice-president; Mrs. Charles Wick, treasurer, and Mrs. Harold Palmer, secretary. Lloyd Nichols of the Neighborhood Cleaners Association of New York City spoke on the advantages of an organization. E. J. Hoffman was temporary chairman.

Dry Cleaners and Laundry Association for the Palm Beaches is the name of the new group formed by 20 drycleaning and laundering plants of the West Palm Beach, Fla., area. Officers of the new group are: Stanley Ellenbogen, president; Jack Sheehan, vice-president; Jay McDaniel, treasurer, and Anne Phillips, secretary.

Four drycleaning firms of Irving,



The "rain and snow" test convinces customers that you really have something when you treat their garments with new REP. REP really REPELS water—and the water repellency lasts and lasts. REP is the perfected formula that offers the convenience of a liquid with the water-repellency of the best paste formulas. The new liquid REP will provide the highest spray rating with the most convenient method of use. A proven business builder.

Order new Liquid REP and Dip-Tank Unit now!

NEW SERVICE SELLING TAGS—Attach to garments to tell customer about your special water repellent treatment. Order from your jobber today.



INDUSTRIAL CHEMISTS SINCE 1876

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.

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The New Victor Duomatic Cash Register

YOU CAN'T BUY THIS QUALITY FOR LESS MONEY!



It's an item-adding Cash Register...an adding machine!

Figure out what you'd expect to pay for a simple, ordinary cash drawer machine . . . then get ready to be surprised at the low, low cost of the new Victor Duomatic. It's an item-adding, receipt-issuing cash register . . . backed by the 39-year reputation of the Victor Adding Machine Co.

It really goes to work for you—it gives you a permanent record of every sale on tape and provides a printed receipt for your customer. It designates clerk or department, totals sales, and gives grand total of full-day's cash receipts. Then—use it as an adding machine, any time—without disturbing your business total.

It's a real beauty, too—up-to-the-minute in design, with a handsome Fiberglas case that won't chip, crack or dent. And you can buy it for less than any other item-adding cash register on the market!

For more information about the new Victor Duomatic Cash Register, mail the coupon below, or look under "V" for Victor in the Adding Machine section of the Yellow Pages.



Victor Adding Machine Co.

Chicago 18, Illinois

Victor-McCaskey Limited—Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. NC-257
Chicago 18, Illinois

Please send new informative booklet on the Victor Duomatic and name of nearest Victor representative.

Name _____

Address _____

City _____

State _____



**Skellysolve-T
140° F. Flash Naphtha**

General Specifications

Color—Water Clear

Acidity—Neutral

Sulphur (Doctor) Test—Sweet

Flash (Tag Closed Tester)—
140° F.

Distillation—363° to 408° F.

Perchloroethylene and fast-

drying Stoddard Solvent also
available.

"Talk about mad! She was ready to take the shop apart because I was late with her cleaning—again! I was really losing customers right and left until . . . I found an easy answer to my problem: Skellysolve 140° F. Flash Naphtha. This dry cleaning solvent helps me clean more garments per day, and gives me odor free cleaning every time." Of course, the fast, dependable delivery you get from Skelly jobbers and dealers is another good reason for switching to Skellysolve. And, if you run into an operational problem, a Skelly Technical Field Man may be able to help. See what a difference the extra service and high quality of Skellysolve 140° F. Flash Naphtha can make for you. Call your local Skelly supplier today.



SKELLYSOLVE
DRY CLEANING SOLVENTS

INDUSTRIAL DIVISION, SKELLY OIL CO., KANSAS CITY, MO.

Tex., have organized the Qualified Dry Cleaners Association. Charter members of the group are Harwell Cleaner, Dycus Laundry, Plymouth Cleaners and Ford Cleaners.

A new organization called the Independent Dry Cleaning Plant Owners has been formed in Dayton, Ohio. Officers of the group include Herman B. Phillips, president; Nick Nicholas, vice-president; Eric Kohlhagen, secretary, and Richard Friedlander, treasurer. Four trustees named were Dale Baker, Al Nickell, Gene Rossini and Robert Matejovsky.

#

Neighborhood Cleaners State Meeting: More than 100 members of the Neighborhood Cleaners Associations of New York State gathered in Niagara Falls recently for the state meeting.

During the course of the meeting it was decided to approach the New York State Launderers and Cleaners Association to attempt joint action in getting the customer goods law passed. Stanley Goldstein, NCA legal counsel, was officially retained to represent the association on the advisory committee revising rules for drycleaners of New York State.

Dr. Dorothy Lyle of the National Institute of Drycleaning spoke to the group on fabrics and fashions.

#

Local Elections: At a meeting of the Nutley-Belleville chapter of the United Cleaners Association of New Jersey, members elected Anthony Carno, Branch Brook Manor Cleaners, president; Ben Waring, Waring Cleaners, vice-president; Marie Petruzelli, Garden State Cleaners, secretary and publicity; Vincent Pavone, Suburban Cleaners, financial secretary, and Allen Testa, Allen's Cleaners, treasurer. New trustees are Art Jackson, Jolly Cleaners, Russell Wardell, Wardell Greylock Cleaners, Tony Tozzi, Tozzi and Son Cleaners; and Frank Trigano, Central Cleaners.

Marvin White is the new president of the Arizona Dry Cleaning Association, succeeding J. E. S. Russell. Mr. White is president of One-Hour Valet.

Columbus (Ga.) and Phenix City (Ala.) Cleaners Association has re-elected Richard Chaplin, president. Other new officers are Frank Books, first vice-president; R. C. Henry, second vice-president; W. H. Raymond, secretary; W. J. Rice, treasurer.

The new slate of officers for the

Cleaners and Dyers Association of New Rochelle, N. Y. is headed by Allan Bloom as president. Vice-president is Abraham Nebrsky; Dorothy Kardos, secretary; Caesar Giglio, treasurer, and Ethel Raskin, corresponding secretary. New members of the executive board are Bernard Knopf, Michael DelJude, Oliver Giorni, George Cosipinian and Joseph Iacopetta.

Members decided to adopt an association emblem to be displayed in their stores.

The Central Texas Dry Cleaning and Laundry Association has elected J. D. Gates president. Other officers include John Labaj, vice-president, and Homer Alston, secretary-treasurer.

New officers of the West Suburban Cleaners & Dyers Association, Wheaton, Ill., are: president, Emery Karr; vice-president, George Neumark; treasurer, Frank Rosicky; secretary, Laverne "Swede" Anderson. On the board of directors are Dave Eckel, Richard Irving, Don Baker, Jerry Prachar, Herb Papenhausen and Fred Zimmer.

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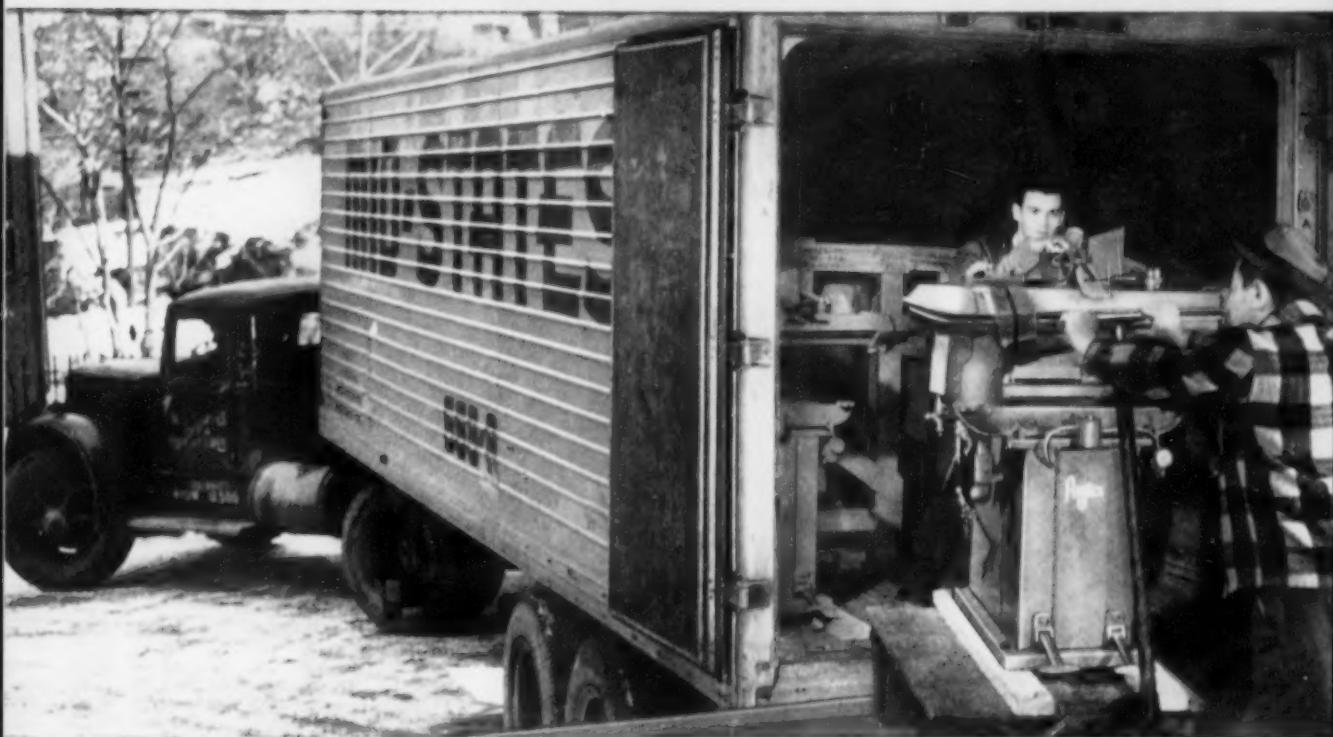
Local Meetings: The first provincial cleaners' congress, organized by the Employers Association of Cleaners of the Province of Quebec, held a meeting recently in Montreal. The opening of the congress took place at the City Hall where Deputy Mayor Gerard Niding held a cocktail party for the cleaners and their wives.

At a recent meeting of 20 plant-owners of Durham County, N. C., Fred Dodge, executive secretary of the state association, served as key speaker.

A recent meeting of the Southeastern, Indiana Dry Cleaning Association, Columbus, Ind., was hosted by president Tommy Warner of Warner Cleaning Company. "Automation in the Dry Cleaning Plant" was the title of a demonstration given by George Miller, a former teacher at a drycleaning school. Jack Denny of the Mehl Bag Company demonstrated and discussed the making of plastic garment bags.

The Schenectady chapter of the Neighborhood Cleaners Associations of New York served as hosts to members of the association from Albany at a recent meeting. The group decided to conduct a management course for the Capitol district provided 15 to 20 persons attend. Lincoln Popper, an expert leather cleaner, agreed to discuss leather cleaning at one or two evening sessions. Also a fur-finishing firm has agreed to send a representative

They're Going Out by the Truckload



as HYDRO-AIR Gets the Preference Vote!



Month after month, from Newfoundland to California, as drycleaners compare air-operated presses and vote their preference with orders, a new sales record for HYDRO-AIR presses is set up.

Find out what is back of the sensational preference for HYDRO-AIR before you buy any press.

Learn what its revolutionary hydraulic-and-air power unit and other advanced features mean in terms of higher profit, faster and easier work, happier customers. WRITE for folder of facts. PANTEX MANUFACTURING CORPORATION, Box 660A, Pawtucket 2, Rhode Island.

Pantex *Hydro-Air*
AIR OPERATED DRYCLEANING PRESS



See the
SEC CLEANING SYSTEM
with the NAUTILUS washer-extractor
at NID SHOW . . . Booths 810-811

ONLY SEC with the amazing NAUTILUS GIVES YOU ALL THESE FEATURES!

. . . makes all other systems old-fashioned!

CLEANS 30 LB. LOAD IN 6 MINUTES



There isn't another washer on the market that comes even close to the NAUTILUS! It does a gentler, more thorough and higher quality cleaning job in about 1/5th the time!

SUBMERGED IN SOLVENT THROUGHOUT ENTIRE CYCLE!



As the only synthetic cleaner with vertical action, the NAUTILUS is the only unit that continuously surges solvent through garment fibers every second of the time! All other methods have "tumbler actions." They beat, twist and toss garments in a few inches of solvent. Garments are actually out of the solvent more than they're in it!

DISTRIBUTORS: A limited number of exclusive territories are available. If interested, contact Carl Blackman, Sec-O-Matic National Distributors.

GREATEST PROFIT PER GARMENT! You do a better cleaning job in a fraction of the time . . . at minimum solvent cost! Automatic electronic controls save labor, too!

FASTEAST CYCLE IN DRY CLEANING HISTORY! Better washing in 6 minutes than in 20-30 minute cycles of "tumbler action" type units! 800 r.p.m. 2 minute extraction cycle . . . less solvent retention!

CLEANEST CLEANING IN THE WORLD! Garments are in solvent 100% of time! Surging agitator action removes dirt and grime other methods can't even touch! Vertical extraction means no "drip back" of extracted solvent!

GENTLEST CLEANING IN THE INDUSTRY! Handles the most delicate fabrics. Solvent is gently yet thoroughly surged through garment fibers without beating or twisting!

MOST ECONOMICAL SOLVENT RECOVERY! World's leading versatile reclaimer and still . . . recovers over 95% of solvent from sludge filter!

A COMPLETE CLEANING SYSTEM! Not a single additional piece of equipment is required once you've installed the Sec NAUTILUS system!

BUILT AND BACKED BY SEC! The Sec-O-Matic Corporation is one of the oldest and most reputable manufacturers of synthetic dry cleaning equipment in the world!

PLUS • Sludge or muck disposal—no messy handling • Greater flexibility—can be set for automatic "charge" or "batch" operation • Space saving installation—tanks, filters, etc. can be placed "out of the way" • Minimum vibration—due to vertical, centrifugal extraction.



Sec-O-Matic corporation

Sec-O-Matic National Distributor
Carl Blackman, 150 Pine Street, Montclair, N.J.

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GENERAL
PRECISION
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CORPORATION

NATIONAL CLEANER & DYER

to Albany to give a demonstration at one of their meetings.

The Pasadena (Calif.) Drycleaners Association recently held its annual banquet at which Lou Bellew, West Coast editor of NATIONAL CLEANER & DYER, was guest speaker. George Shepherd, executive secretary of the California Drycleaners Association, was guest of honor. Installed for a second term during the meeting were Alva Weber, president; Carl DuNah, Jr., vice-president, and Mickey High, secretary.

Manuel Shafran, an official of the Apex Dry Cleaning Co., was named man-of-the-year by the Cleveland (Ohio) Cleaners Institute at a recent dinner meeting. Mr. Shafran, second to receive the Institute award, was chosen for his activities on all Institute committees, for representing the group at all state and national conventions, for setting up its speakers' bureau. He was presented with a plaque and scroll.

Officers installed at this meeting were Morris Nagel, president; Gus Kalan, vice-president; Peter Ropes, second vice-president; Albin Gassner, secretary, and Marvin Ballen, treasurer.

Several division meetings of the Dry Cleaners Institute (Ontario) have taken place recently. The Lakeshore Division convened at the Geno-sha Hotel in Oshawa and received the advertising presentation. The joint advertising program was also discussed at a meeting of the Mid-West Division. At the Sudbury Division meeting members discussed the use of TV rather than radio in the advertising program. At this same meeting Joe Sickrey was re-elected chairman and Bernie Lewis was named secretary-treasurer. Essex County, banner division of the Institute, was awarded individual banners for its members at a recent meeting. Meetings of the Niagara and Huron-Georgian Divisions discussed the advertising presentation.

A speech on 1956 fabrics and fashions by Dr. Dorothy S. Lyle, director of consumer relations for the National Institute of Drycleaning, was the highlight of a banquet sponsored by the Greater Akron (Ohio) Cleaners Institute and attended by over 300 persons.

The Drycleaners Institute (Ontario) Limited recently held a convention for drycleaners from all over northern Ontario. Members heard lectures on a variety of subjects, including an illustrated talk on advertising. Also discussed was the possibility of setting up night courses for members in one of the northern centers. The meeting was chaired by Lou Ronson, president of the group.

A talk entitled "Let's Take a Better Look" was delivered at the annual dinner meeting of the Eastern Canadian Laundry and Cleaners Association and the Laundry and Cleaners Association of the Toronto Board of Trade. Speaker A. L. Cagney, sales manager, Industrial Soaps Division, Procter & Gamble Company, Limited, discussed costs in detail.

The latest methods of cleaning man-made furs were discussed at a meeting of the Shenango Valley (Pa.) Dry Cleaners Association.

A meeting of the Taunton (Massachusetts) Drycleaners Association was held recently.

At a dinner meeting of the Progressive Dry Cleaners Association, Nor-

walk, Conn., Judge J. Richard Fay urged members to enact speedy settlements to any dispute that may arise with consumers by setting up a board of arbitration.

At an Old Timers Night of the West Suburban Cleaners and Dyers Association, Indianapolis, two of the original founders—Max Neumark, Illinois Cleaners, and Tony Schmidt, Aurora Cleaners and Dyers, were among the guests honored.

In Ontario, Can., the Galt, Preston, Hespeler Dry Cleaners Association held its annual ladies' night recently. New officers of the group who were introduced are president, Max Saltzman; secretary, Jack Fitzpatrick; treasurer, Albert Morton.

here's a BAG you can afford!

If you want to save
money on steam air
covers... BUY
HALL'S BAG. But you
have to see Hall's
price list to believe
the savings just as you
have to see the bag
itself to appreciate the
workmanship. Ask
your jobber or write us.

Hall makes bags for
Adjusta-Form, Cissel,
Glover and Hoffman
machines.



HALL
Garment Finishing
Cover

HALL MFG. CO., BROOKLINE, N. H.

I'm interested in HALL'S BAG! Rush me
complete information.

Name _____

Address _____

Firm _____

City _____ State _____

Continued from page 58

You may find that you have sold yourself into a capital gains tax or traded yourself out of a loss deduction if you have not figured your depreciated costs correctly. This is a matter you should discuss with a certified public accountant. Not only can he verify the accuracy of your mathematical computations, but he can also explain the advantages and disadvantages of the various methods used to compute depreciation. It could be that the method you used or are using is not the one most suited to your business needs from a tax standpoint.

For example, if you asked a CPA whether you should use the straight-line or declining balance method to depreciate your new boiler, one of the first questions he might ask you would be: What are your cash requirements and what are your profits likely to be? If you are thinking of expanding and need additional cash within the next few years, he might recommend that you use the "new" declining-balance method to compute depreciation.

The declining-balance method "speeds up" or increases depreciation rates. This starts the chain reaction to your objective of retaining cash in the business, because when you increase depreciation rates you also increase allowable depreciation deductions on your tax return. The amount you may write off the first year is twice what it would be if you used the straight-line method; so by applying a \$1,000 instead of \$500 depreciation deduction against your regular income, you are going to reduce your taxes, and cash that does not have to be paid out in Federal taxes can be retained in the business for expansion purposes.

It seems all good things eventually come to an end, however, and while in the first year the declining-balance depreciation rate may be double that of the straight-line, this differential diminishes in succeeding years until declining-balance deductions are even less than they would be under the straight line method. This is why it is important that you consider current and future earnings before you select a depreciation method.

For example, if your current earnings are low, or if you are adding a new service and the results of this expansion will take a few years to show in your earnings, it might be more advantageous taxwise for you to use the straight-line method of computing depreciation.

The straight-line method does not speed up depreciation deductions. It spreads them out equally over the estimated useful life of the asset, so when you use a straight-line method you are saving, in a sense, for a rainy

day. When your earnings improve or increase, you will have more substantial depreciation deductions to apply against those earnings. There usually is no point in increasing a loss or reducing low earnings by claiming additional depreciation deductions when you do not need them.

A point to remember when you are trying to decide whether to buy new or used equipment is that secondhand equipment *must* be depreciated by the straight-line method. This tax factor should be considered, because loss of the opportunity to use the declining-balance method with its rapid write-off feature may cancel any immediate savings effected by the purchase of used equipment. (See March 1956 NATIONAL CLEANER & DYER.)

When incorporation pays

The matter may have been decided and forgotten many years ago, but a basic question businessmen should consider from time to time—and one which has many tax implications—is whether to do business as a proprietorship, partnership or corporation. There may be personal or professional factors that force the selection and maintenance of a noncorporate form of organization. However, depending on the earnings of the business and the amount of those earnings you may

need to withdraw, there are certain tax advantages to be gained by incorporating a new or expanding firm.

Since proprietorship and partnership income is taxed at individual rates, which range anywhere from 20 percent to 91 percent, and corporation earnings are taxed at corporate rates of 30 percent on the first \$25,000 earned during the year and 52 percent on the excess, it might appear that if you have relatively low income the proprietorship-partnership rates are lower. However, you must also consider that the corporate tax carries with it the privilege of deducting a reasonable salary paid to an employee-owner. The employee-owner has to pay a personal tax on his salary, of course, but if he were not incorporated, he would have to pay a personal tax on all of the money earned by the business.

If the retained earnings of the company are taxed at a corporate rate which is lower than what the personal tax rate would be, the employee-owner would benefit by having additional funds available in the corporation for expansion purposes. These funds may be accumulated in a corporation up to \$60,000 without further tax penalties, and even higher if the corporation can prove a need for them.

The long-range view

These advantages—while they may cut your current tax bill and increase working capital for expansion needs—can be lost if you have jumped into a corporation without first reviewing your own long-range cash requirements. If you are continually forced to withdraw money from the corporate earnings to pay personal expenses, you will have to withdraw these funds in the form of dividends. That means the corporation will have to pay tax on the earnings you are withdrawing as dividends, and you will have to pay tax on the dividends received. The "double tax" on earnings and dividends can nullify any tax advantage from incorporation when earnings must be withdrawn immediately as dividends.

Many businessmen seek professional advice about tax matters as they do professional assistance with their golf game—when the slice has become almost unbearable. You can save tax dollars by realizing that business decisions made in the fall affect the amount of tax you must pay in the spring. Practice year-around tax thinking, and consult a certified public accountant when you are in doubt as to the tax effect of even the most routine business decision. # #

On the job

Emergency Training

JOIN AND SERVE!

ON THE JOB!

Throughout the United States, the American Red Cross conducts the vital work of its ten major services—Disaster, Armed Forces, Veterans, Blood, Nursing, First Aid, Water Safety, Junior Red Cross, International Activities and Community Services. Your membership contributions keep these services going.

JOIN AND SERVE!

For
Smoothness Or Speed
(S. O. S.)

It's L. A. Young Star-Service
Garment Hangers!



STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
2780 RUSSELL STREET, DETROIT 17, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; ALBION, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEAFSIDE, ONTARIO





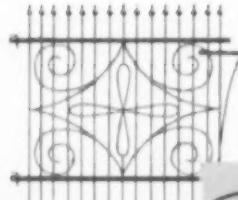
**You can give 'em
the gate now with
DICALITE 7**

When static sneaks into your filter, it brings these troublemakers with it. But the amazing filter powder, Dicalite 7, stops static cold! By making the solvent conductive, it chases static troubles and graying, dusting and linting right out of your shop, cuts down those costly reruns, reduces time-wasting spotting and other handwork. There is no other filter powder like patented Dicalite 7—and here's what it does for you.

Dicalite 7 filters solvent sparkling bright and clean.

Dicalite 7 works well in the charged system, and doesn't cut the charge!

Dicalite 7 prevents static in your filter system, stops the re-depositing of soil, halts graying, dusting and linting.



*If your supplier doesn't have Dicalite 7 for you
right now, he'll get it for you if you ask him.*



Dicalite Division
Great Lakes Carbon Corporation
612 So. Flower St.,
Los Angeles 17, Calif.

NOW! 8 to 10 Second Customer Service!



and UP TO 40% MORE HANGING SPACE

with
the



Stor-U-Veyor

U.S. Patent Pending

FOR YOUR CALL OFFICE
It's a Storage Rack! It's an Automatic Conveyor!

WHITE MACHINE CO. INC. Bulletin N-27
14th St. & Lafayette Ave., Kenilworth, N.J.

Gentlemen: Without obligation, please rush a copy of your new STOR-U-VEYOR circular.

Firm _____

Address _____

City _____ Zone _____ State _____

Your Jobber _____

New Circular
SEND FOR
YOURS TODAY

Hoosiers Get Into the Act

INDUSTRY PROBLEMS were analyzed in detail during a panel discussion and a round-table work session at the annual convention of the Indiana Drycleaners and Laundry Institute in Indianapolis on November 30, December 1 and 2.

The standard hour pay, piece-work, and workflow were the subjects selected by plantowners Phillip E. Sharrer, East Gary, J. I. Saltzstein, Gary, and Fred A. Mann, South Bend. They explained procedures in use in their respective plants and talked about various systems they have experimented with and installed. A humorous skit produced by the trio exemplified lost motion in a production department. It stressed the point that the standard hour plan sets the right approach for better plant efficiency

and affords more productive hours from the employees.

In a round-table discussion that followed, groups of eight plantowners at a table exchanged viewpoints on pre-assigned subjects. These included shirt laundry service, petroleum versus synthetic solvent, sizing, credit, advertising, price cutting and truck rental. Conference leaders from each group presented a summary report during the afternoon session.

Forecasts and business trends were covered in a trade association panel that concluded the business meetings on Saturday. This was comprised of John Slick, Fort Wayne, a director of the American Institute of Laundry; Sam Darko, Indianapolis, director, National Institute of Drycleaning; Charles B. Truxal, Columbus, Ohio,

executive secretary, Drycleaners Guild of Ohio, and Bill Clayton, Oklahoma City, newly appointed executive secretary of the Indiana association.

During the weekend members of the allied trades contributed their share towards the success of the business meetings. Al Graham, R. R. Street and Co., Inc., discussed the importance of a good public relations program and emphasized the point that selling becomes easier once the plantowner has created a public acceptance of his service.

In a speech entitled "The Drive-In Success Story," Harry G. Cooper, The Prosperity Company, told the group that the current evolution in the cleaning and laundry industry is to a retail operation. This merchandising cycle starts with an attractive building, a good location and parking facilities—all combined to give fast service and a one-stop establishment.

Steven G. Noland, president, Right To Work Committee, Inc., concluded the business sessions with a speech concerning legislative changes affecting employer-employee relationships.

After the annual dinner on Saturday evening a group of plantowners entered the spotlight again by presenting a floor show for the 200 registrants who attended the weekend affair.

At the business meeting led by outgoing president Lee Leonard, Bloomington, the following officers were elected: president, J. I. Saltzstein, Gary; vice-president, Catherine Smith, Indianapolis; treasurer, Harry Hudlow, Jr., Lafayette; Bill Clayton, Oklahoma City, was introduced as the new executive secretary of the group.

—Harry Yeates



NEWLY ELECTED OFFICERS of Indiana association, left to right: president, J. I. Saltzstein; vice-president, Catherine Smith; executive secretary, Bill Clayton, and treasurer, Harry Hudlow, Jr.



KEEP YOUR EYE ON THE WOMEN!

According to surveys, women spend 90% of the cleaning dollar. In young wives and mothers, career women, and students, you'll find a vast market of fashion-minded customers who put emphasis on clothes and their care.

Nu-Pro is selling these women direct... in magazines that not only reach them, but educate them... in ads that stimulate their interest.

**50,000,000 WOMEN WILL
READ ABOUT THE NU-PRO
PROCESS THIS YEAR**

These 50 million women will be looking for the NU-PRO Process with CHARGIT. A good share of these are in your city, your neighborhood. They control a wealth of volume that can be yours... If you are a licensed NU-PRO plant that uses Chargit. Today, profitable business goes with the women, and the women go for NU-PRO.



LOOK FOR NU-PRO ADS IN THESE NATIONAL MAGAZINES

NEW CLEANING ECONOMY WITH GREATER EFFICIENCY

The odorless NU-PRO Chargit is a fast acting system that affords high soil removal with a simplicity of operation. It adds life and luster to garments by putting back essential oils that are often lost in ordinary cleaning methods. Try NU-PRO in your charge system for trouble-free results.

CHARGIT
POWERFUL DETERGENT...



**NU-PRO
PROCESS**

For information or demonstration, contact
your NU-PRO jobber or write direct.

NU-PRO Mfg. Co.

2918 Washington Ave.

St. Louis 1, Mo.



CHECKING PROGRAM PLANS at Wisconsin convention left to right, seated: Gerald G. Taborsky, Madison, past president; Ed Vasselos and Loren Groves. Standing, rear: Hugh Smith, Chicago, NID director; Mrs. Margaret Dunn, assistant secretary Wisconsin; Egon Peck.

Wisconsin Meeting Features Clinic

A GRATIFYING TOTAL of 340 registrants signed in for the 1956 annual convention of the Wisconsin Dry Cleaners Association, held at the Pfister Hotel in Milwaukee, December 1 and 2.

Repeating last year's successful innovation, the trade group expanded its annual meeting to two days, and repeated the well-received Demonstration Clinic. Ten equipment manufacturers set up displays, and the entire afternoon of the opening day was devoted to demonstrations of finishing, packaging, identification systems, assembly, check-out and accounting.

Oscar Howard, executive technical field director, Illinois State Cleaners Association, in his talk on fabrics pointed out the need for gaining familiarity with properties of the new fabrics coming on the market, as a means of controlling fire hazards. Mr. Howard condemned the unserviceability of many new fabrics. Causing considerable headaches, he noted, was the flaking off of sprayed materials on fabrics.

Dr. J. C. Alexander, Adeo, Inc., in his talk on "Drycleaning Procedures" touched on the recent improvements made in the charged-system method of drycleaning and described new control devices.

"Stores vs. Routes," the subject of a talk by Howard Smith of Sanitone Division, Emery Industries, Inc., encouraged considerable pro-and-con floor discussion. "Good volume can be obtained by both methods," he stated. "The type of community in which you operate determines largely whether trucks can do the job better than stores, and vice versa."

Highlighted by C. B. Kasson, R. R. Street & Co., Inc., was the growing need for the drycleaning industry to step up its public relations efforts. Better industry-wide promotion and more effective institutional advertising will lead to increased volume, he claimed, as well as cutting down the noticeable trend toward home cleaning of garments by the public.

Ed Vasselos, Four-O Cleaners, Sheboygan, was elected president for the coming year. Loren Groves, Groves and Stein, La Crosse, Wis., was named vice-president. Egon Peck continues as executive secretary-treasurer. # 2



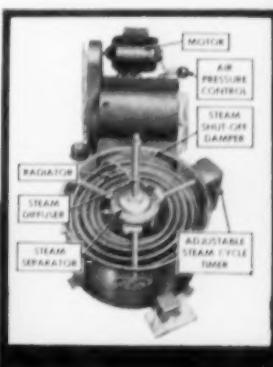
Controlled Air Pressure for Finishing ALL MATERIALS SAFELY!

Greater air pressure with adjustable air control gives the Glover Air Form a versatility not available in other finishers. Air flow can be cut down for working stretchy, delicate garments, or it can be opened up for perfect shaping of heavy, hard-to-work materials. Extra length and fullness of bag also gives unit added flexibility in handling complete range of garment sizes and weights.

The fully automatic steam-air control frees operator for other work, too. Single pedal starts automatic cycle. NO HAND SWITCHES TO BOTHER ABOUT—OPERATOR IS COMPLETELY FREE TO DRESS MACHINE!

Because the Glover Air Form has a larger heating area (see illus. below), air is more quickly heated for faster, more efficient drying of the processed garment! *Result:* More work can be turned out in less time. Constant gravity flow of heated air into the form even when machine is idle keeps all metal parts warm thereby eliminating condensation and the need for a warm-up period.

It will pay you two ways—in profits and in higher quality work—to equip your finishing department with the Glover Air Form. For the eye-opening facts on this superior finisher, see your jobber or write Bill Glover, Inc.



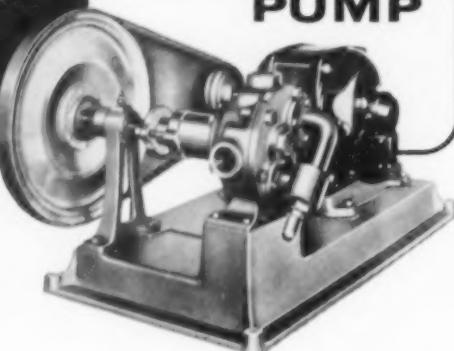
Bill Glover, Inc.

5204 Truman Road
Kansas City 27, Mo.

DRY CLEANERS FRIEND



VIKING SOLVENT PUMP



You can depend upon this rugged V-belt drive Viking pump as a true friend—always operating efficiently. It always delivers a smooth, even flow of solvent. It is Underwriters approved.

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required.

For complete information, write for bulletin DQ.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

See Our Catalog In Seats

Bluegrassmen at the Post

APPROXIMATELY 100 members of the Kentucky State Laundry and Dry-cleaners Association and allied tradesmen attended the annual meeting in Louisville on October 26 and 27.

A Get-Acquainted cocktail party sponsored by the Louisville group was held in the Kentucky Hotel on Thurs-

day evening, October 25. Business sessions commenced on Friday morning with a speech by William Brown, director of public relations, National Institute of Drycleaning, entitled "You Sell Service." Mr. Brown outlined the advertising campaign "Dress Right—You Can't Afford Not To!" sponsored

KENTUCKY OFFICERS. Left to right: J. E. Osborne, Louisville, retiring president; William Logan, Shelbyville, new president; R. Bush Nichols, Danville, H. K. Rogers, Frankfort, and C. R. McGaughey, Lexington, vice-presidents. Not in photo: Wilbur Fields, executive secretary



by the American Institute of Men's and Boys' Wear. Various tie-in promotions offered by the NID were discussed and slide films illustrated ways in which a plantowner can coordinate his own efforts with the national campaign.

This was followed by a presentation by Ralph Chubb, laboratory service of E. I. du Pont de Nemours & Company, Inc., on the characteristics of man-made fibers and their behavior in the drycleaning industry. Max Zimmerman, plantowner from Cincinnati, Ohio, then explained the method he has developed for processing man-made pile coats.

The Saturday afternoon conference resumed after lunch with a discussion by George Isaacson, director of service department, American Institute of Laundering, whose talk on "Pricing Laundry Bundles" outlined how to let the customer know what he is getting for his money. Mr. Isaacson presented the system of pricing in effect at the AIL and talked about pricing by the pound versus piece pricing.

The last speaker of the convention was Victor D. Oakley, director of education, Sta-Nu Corporation, who told the group that the time has come when it is absolutely necessary for professional plant management to lead employees rather than push them into producing better work in the plant.

The annual banquet was held in the hotel on Friday evening and entertainment was provided by a magician who presented a series of varieties.

After the business meeting on Saturday morning members of the convention attended the opening day festivities of the fall running at Churchill Downs race track.

The Kentucky group's directors are: J. W. Terry, London; Carl Gaines, Frankfort; Matt DeBoor, Lexington; C. A. Goodman, Jr., Glasgow; Gregg Spaulding, Louisville; Walter Boone, Elizabethtown; E. A. Mall, Louisville; Cliff Thompson, Lexington; J. E. Osborne, Louisville; Richard Fairhurst, Paducah.—Harry Yeates



My Du Pont distributor showed me ways to get up to

10,000 lbs. of cleaning from just 1 drum of PERCLENE[®]



PERCLENE^{*} TIPS FROM
DU PONT



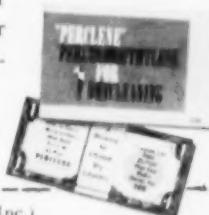
3,300 COATS, 4,000 SUITS, 10,000 DRESSES
or any combination of the above units
up to a total 10,000 lbs. of cleaning

"...and if you're not getting these results, you're wasting solvent somewhere in your cleaning process. I had been averaging about 7,000 lbs. per drum, and I thought that was pretty good—until my 'Perclene' distributor showed me why it wasn't enough."

A recent study determined that average solvent consumption was about 11% by weight of garments cleaned. This figure can be reduced considerably if certain fundamental operations are watched carefully—maintenance, reclamation, recovery drying, and solvent care. In a well-operated modern machine, solvent consumption can be held to about 6% by weight of garments cleaned.

That's where the Du Pont service comes in: Through your "Perclene" distributor, Du Pont offers to users of "Perclene" the benefit of long experience in the drycleaning field. They'll show you how you can clean more clothes with each drum of "Perclene." For further information on "Perclene," send coupon for these two new booklets or get in touch with your "Perclene" distributor.

SEND FOR YOUR
COPY TODAY.



E. I. du Pont de Nemours & Co. (Inc.)
Electrochemicals Department
Wilmington 98, Delaware

Please ask my distributor to call with "Perclene" literature and service information.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

*REG. U. S. PAT. OFF.

PERCLENE[®]

PERCHLORETHYLENE

Du Pont's Quality Solvent for Drycleaning



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

NEWS

FROM THE ALLIED TRADES

Unipress Sponsors Junior Achievement Group



"Helping young people is fun," affirms Ira C. Maxwell, president of The Unipress Company, Inc., Minneapolis, Minn.

Unipress is one of the firms that have joined the Junior Achievement movement, which teaches young people the fundamentals of good business through actual work experience. There are about 2,700 similar projects being conducted throughout the United States involving 50,000 boys and girls of high school age.

Unipress is currently working with a group of 14 girls and 12 boys who have formed UNICO, an organization that

manufactures and sells wooden bird feeders, yarn octopuses and novelties. The teenagers sell shares in their company, and with the resulting capital buy materials from which to make their products. In their operations they are guided by Unipress staffmen Richard L. Smith, who serves as business adviser, and Harold Hoisve, production adviser.

In the photo Dick Theis and Joanne Reinhardt, president and secretary respectively of UNICO, explain to Mr. Maxwell how they sell stocks for their company. These two young people are charter members.

Dallas Woman Wins Sanitone \$1,000 Dream Wardrobe



Winner of the recent Sanitone "\$1,000 Dream Wardrobe" national contest was Mrs. John A. Witmer of Dallas, Tex. Mrs. Witmer obtained her official entry blank from Zenith Cleaners, operated by T. E. Milholand of that city. Sanitone is a division of Emery Industries, Inc., Cincinnati, Ohio.

This second annual contest brought thousands of entries from every state and Canada.

Contestants were asked to complete the sentence, "I prefer Sanitone to ordinary drycleaning because . . ." in 25 words or less, using entry blanks obtained from their local cleaners. A total of 28 other prizes was awarded by Sanitone.

Reuben H. Donnelley Corporation, Chicago, Ill., official contest judges, notified Sanitone that Mrs. Witmer's entry had been judged the best.

Shown in photo are the winners as they depart from a Dallas airport for the three-day, all-expense paid trip to Chicago. Pictured left to right are Al Jordan, Sanitone sales promotion department, T. E. Milholand, owner of Zenith Cleaners, Dallas; Mrs. John Witmer, John Witmer; J. W. Murdock, Emery Southwest district manager.

McKees Rocks throughout a 15-state area, extending from New England to West Virginia, Virginia and Kentucky, and from the Eastern Seaboard to Ohio and western Michigan.

Eaton Assigns Merritt



ROBERT J. MERRITT

Takamine License to Street's

Takamine Laboratory, Division of Miles Laboratories, Inc., and R. B. Street & Co., Inc., announce completion of arrangements whereby Street's has exclusive license to distribute and develop the sales of Takamine's enzyme digester products, Takalab TLM and Takimerse, in the drycleaning and laundry industries.

Takamine Laboratory, one of the oldest and leading enzyme producers in the country, introduced digester products to the drycleaning field in 1921 in conjunction with the late C. C. Hubbard who was then the managing director of the National Association of Cleaners and Dyers (now NID).

Takalab TLM and Takimerse were reformulated last year and now "digest" a wider range of stains faster and more efficiently than ever, the announcement states.

Howard G. Oster, vice-president, Eaton Chemical and Dye-stuff Company, Detroit, Toronto and Windsor, has announced the appointment of Robert J. Merritt as a member of the company's sales force.

Mr. Merritt will call on dry-cleaners in the Niagara Peninsula, the Midland-Barrie area, Hamilton and the west portion of Toronto.

New Diamond Alkali Facilities

A new bulk terminal facility specially designed for handling perchlorethylene has been put into operation for the Diamond Alkali Company, Cleveland, Ohio, by the McClellan-Gordon Company, McKees Rocks, Pa.

The new facility consists of a 225,000-gallon storage tank, filtering and drying equipment, a 15,000-gallon plastic-lined holding tank, drumming facilities, storage warehouse, and supporting docking and pumping facilities to accommodate barge shipments of perchlorethylene from Diamond's Deer Park plant at Houston, Tex.

Distribution of this Diamond solvent will be accomplished by tank car, tank truck, carload and truckload drum shipments by rail and highway from

Knight Joins P & H



DON KNIGHT

P & H Industries, Inc., Dallas, Tex., has announced the appointment of Don Knight as



you'll be sitting pretty with a Ross Solvent Cooler

Like money in the bank, a low cost Ross Solvent Cooler will start paying interest right away. By preventing solvent overheating throughout the year, it will pay for itself in a matter of weeks. You will be assured of top quality cleaning and satisfied customers.

Here are some big headaches a Ross Solvent Cooler will relieve:

- Color bleeding
- Difficult spot and soil removal
- Wasteful, costly evaporation
- Solvent discoloration
- Shrinkage, relaxation, "felting"
- Plugged filters
- Ruined Sizing, dressings
- Poor cleaning results

- Stubborn wrinkles and "breaks"
- Illness from sickening fumes
- Risk of fire and explosion
- Lost working hours

Yes, a small investment in a rugged, compact, easy-to-hook up Ross Solvent Cooler will pay you dividends month after month for years. Get the whole story without delay... mail the coupon below or call your equipment distributor right away.



**ROSS
SOLVENT
COOLERS**

ROSS HEAT EXCHANGER DIVISION, Box 2081, Buffalo 5, N. Y.
In Canada: American Standard Products (Canada) Limited, Toronto 5, Ont.

Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

ROSS HEAT EXCHANGER

Division of AMERICAN - Standard



regional sales manager. Larry Porterfield, vice-president in charge of sales for P & H Industries, reports that Mr. Knight's territory will be nationwide.

Mr. Knight has had 23 years of sales and service experience in the industry. He will be avail-

able for clinics and demonstrations throughout the United States and Canada.

Prior to joining P & H Industries, Mr. Knight served as Western states regional sales manager for a drycleaning equipment firm. His new headquarters will be in Dallas, Tex.

Wiegand Becomes New Ajax Sales Supervisor



Nicholas L. Strike, general manager of Ajax Pressing Machine Company, Salt Lake City, Utah, has announced the appointment of Paul T. Wiegand as sales supervisor for the area consisting of the New England states, upstate New York, northern Ohio, eastern Michigan and eastern Canada.

Mr. Wiegand will coordinate the activities of all Ajax dealers and distributors in that area, supervise the sales and service, and direct an expanded field service program which is being

introduced to the industry. Headquarters has been established at 47 Radcliffe Rd., Buffalo 14, N. Y.

Mr. Wiegand began his laundry machinery selling career in 1927, serving the Eastern area for a leading manufacturer. In 1946 he organized his own firm and became president of Wiegand Laundry Machinery Company. After joining Ajax on November 1, Mr. Wiegand completed a month's intensive course.

In photo Mr. Strike (right) welcomes Mr. Wiegand.

Darco Package Honored in National Competition



The Darco Department, Atlas Powder Company, Wilmington, Del., recently won an award in the National Flexible Packaging competition.

Above H. J. Fornwalt, manager of the Darco Department, holds the prize-winning bag, and Earle R. Lutz, manager, materials handling, shows the award which was presented by Sheldon Carnes, vice-president,

Arkell and Smiths, bag manufacturers.

Darco's black-and-blue Carbon Meter bag is siftproof and tamperproof. It is made of 50-pound kraft outer ply and 30-pound natural kraft liner with thermoplastic heat-seal bands at the top and bottom. It was one of only five paper bag packages to receive the national award.

American Laundry Presents Suggestion Awards



Suggestions for improving products and production methods recently won cash awards for six employees of American Laundry Machinery Company's Cincinnati, Ohio, plant in the twenty-eighth annual suggestion contest.

Harry W. Knox (center), manager of the factory, presents award checks to, left to right: William Flick, fourth place; Charles Laudick, second place; Joseph Roling, third

place, and William Dorcheff, first place.

For the tenth consecutive year, Joseph Roling won the award for entering the most accepted suggestions. Runner-up was Elmer Wlach. The most valuable suggestion award was given to Charles Hendren.

Of the more than 1,637 suggestions contributed in the 1956 contest, approximately 44 percent were accepted by the company.

Three New Sales Representatives for Butler



JAMES GLENN LYON

THOMAS J. MULLEN

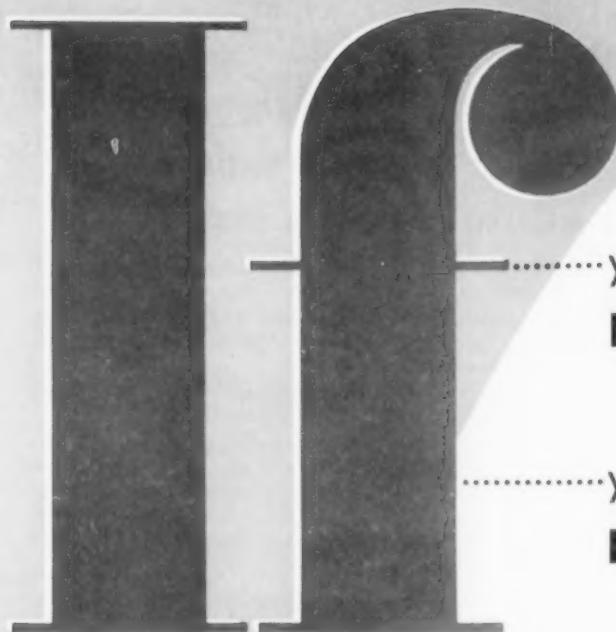
Butler Manufacturing Company, Kansas City, Mo., has assigned three new sales representatives. According to Howard J. Martin, Dry Cleaner's Equipment Division sales manager, James Glenn Lyon will be responsible for Iowa (except for Clinton County) and the tier of eastern counties of Nebraska. Thomas Joseph Mullen, Jr., will cover the Metropolitan New York area, and Thomas Dale Cozad, Jr. ("Dale") will represent the firm in the metropolitan Kansas City area.

THOMAS DALE COZAD, JR.



Stauffer Appoints Taylor and Oliver

Wyman L. Taylor has been made administrative assistant to the vice-president, Pacific Coast, of Stauffer Chemical Company, New York, N. Y. Mr. Taylor was graduated from the Univer-



.....you want production that's
packed with profit

.....you want equipment for
peak performance

★ Come and See the First Showing of
WASHEX* Newest Development



N.I.D.
CONVENTION

ATLANTIC CITY, N. J.
MARCH 7-10, 1957

WASHEX
MACHINERY CORPORATION

192 Banker Street • Brooklyn 22, N.Y.



GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

sity of California with a degree in chemical engineering and joined Stauffer in 1946. He served as northern California

sales manager, Industrial Chemicals, prior to his promotion. William H. Oliver has been named northern California sales

manager replacing Mr. Taylor. Mr. Oliver has been with Stauffer for 16 years. Both men have headquarters in San Francisco.

Kohnstamm Western Salesmen Hold Three-Day Conference



The Western Division of H. Kohnstamm & Co., Inc., New York, N. Y., held a three-day sales convention at the Hotel Moraine On The Lake, in Highland Park, Ill.

The meeting was attended by all sales representatives in the division, which covers Ohio on the east to Colorado on the west, Minnesota on the north and Texas on the south. Of the 32 salesmen present, the average service length was 19½ years.

The meeting was planned to bring all sales representatives up to date on the most recent

Kohnstamm developments as well as the most recent developments in the industry.

Ed Kahn, general sales manager of the Western Division, conducted the meeting, assisted by Bob Carroll and Butler Webster, district sales managers, Phil Deegan, chemist in charge of Chicago laboratory, Warren Malik, assistant sales manager.

Executives from the firm's New York office—L. J. Woolf, president, and R. A. Phair, vice-president in charge of research and manufacturing—also participated in the convention.

Pictured above at the meeting

are: Left to right, front row: J. W. Hannan, W. C. Malik, P. J. Deegan, C. B. Webster, R. A. Phair, E. Kahn, R. E. Carroll, R. W. Justin, F. Brownstone, E. Nichols, H. S. Davis, A. Stutler.

Second row: E. C. Guderian, L. H. Schumacher, W. Brownlee, T. E. Lavin, W. Bromann, J. R. Niemeyer, E. W. Mayer, C. V. Kruger, J. Dierks, M. B. Long, E. Armbrust.

Back row: C. N. Snell, A. L. Saalstrom, J. C. Kreml, U. B. Jackson, J. Burroughs, J. Fry, W. Utley, H. B. Neffum, W. D. France and G. Klein.

Staff Changes at Pantex



WALTER MARTENS

Robert J. Beede, president, Pantex Manufacturing Corporation, Pawtucket, R. I., has announced the resignation of Robert S. Swain as executive vice-president. Mr. Swain joined the company in 1944 to direct a program of expansion and diversification which has been successfully completed.

Walter Martens, who has served as manager of the Synthetic Drycleaning Equipment Division of Pantex, will be responsible for sales of all Pantex drycleaning and laundry equip-

ment. For more than 20 years before joining Pantex Mr. Martens was director of sales for several drycleaning equipment manufacturers.

New Lindy Pen Sales Policy

According to Sidney Linden, president, the Lindy Pen Company, Los Angeles, Calif., has inaugurated a new sales policy

of accepting orders on the Lindy line of laundry and drycleaning marking pens from laundry and drycleaning wholesalers and distributors for direct shipment and billing.

The line includes four separate numbers especially developed for the laundry and drycleaning industries. A feature of the Lindy Marking Pens is the special black ink said to be good for over 100,000 marks.

NEW PRODUCTS AND LITERATURE

Continued from page 10

screen. Because Monel does not have the heat conductivity of aluminum, further heat reduction is obtained at this point. With the steam now completely broken down to a billowing surge, it goes through the press plate itself which is the Gross Star aluminum perforated plate with the napped pressing surface. Because the jet pressure from the head has been completely broken down by the first plate and the mesh, steam issues from the press plate in a soft billowing sea of moist heat at precisely the proper temperature.

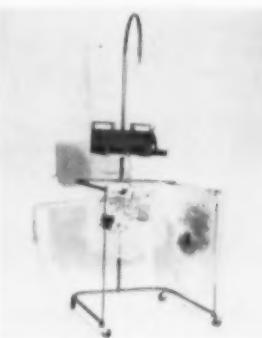
Mr. Behrstock claims that the press plate is exactly the same as the single plate with the napped surface an integral part of the metal. According to the maker, this means that the shine-avoiding surface will not peel or wear unevenly. All inner surfaces are smooth so there can be no build-up of foreign matter or clogging.

"We will continue to make and feature the single plate," explained Mr. Behrstock, "as there are still a great many cleaners who will prefer and who can safely use this efficiently, but Tripl-Safe is now available for those plants that may fear trouble from heat-sensitive fabrics."

For further details on Gross Star Tripl-Safe, contact Al Behrstock at 1706 S. State St., Chicago 16, Ill.

Vara Gooseneck Bagger

A. G. Vara & Son, Inc., has recently developed a new gooseneck bagger that will handle



both paper and polyethylene garment bags. According to the manufacturer, plastic bags tend to stick together and as a result more than one bag may come down off the rack. The gooseneck bagger is said to eliminate this problem.

Because plastic garment bags in many cases are not able to support their own weight the bagger has been designed so the two handlebars and the back crossbar furnish storage space for both paper and polyethylene bags.

The gooseneck apparatus gives full support to the plastic bags without tearing them. The operator is thus left with both hands free.

Further information may be obtained by writing to A. G. Vara & Son, Inc., 53 Clark St., Hamburg, N.Y.

Cissell Pleat Setter Assembly



W. M. Cissell Manufacturing Company, Inc., announces a

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

of accepting orders on the Lindy line of laundry and drycleaning marking pens from laundry and drycleaning wholesalers and distributors for direct shipment and billing.

NEW IMPROVED '56 REEL GARMENT HOLDER

"It's All in the Reel!"

Sturdier—even more efficient and trouble-free! Thumb-control button releases or retracts the 5 ft. Nylon Cord to desired length. 200 lb. strength test. Ideal for spotting board or ironing board. "The reel does it." Only \$3.95



NEWHOUSE WONDER BRUSHES

No. 303

\$2.25

No. 304

\$2.50

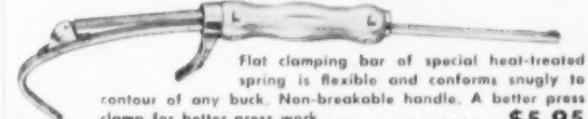
No. 305

\$4.95



Built for years of service. No. 303 and 304 are ideal brushes for carding sweaters, furs, coats, suedes and for other uses about the cleaning plants. No. 305 is for heavier work such as blankets, robes, etc.

NEW 1956 DELUXE PRESS CLAMP



Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. A better press clamp for better press work. \$5.95



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. \$69.50

NU-WEIGH ECONOMY HANGING SCALE

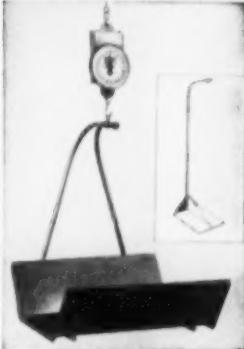
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown \$39.75

With stand add	\$15.00
Scale alone	18.00
Basket alone	22.00

Sold through Drycleaning and Laundry Jobbers

See our Complete Exhibit Booths 475-476
NID, Atlantic City, March 7 to 10.



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

how you can improve QUALITY



USE THE
Qualitex[®] PAD AND COVER

ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.



5760 West Grand Avenue
Chicago 39, Illinois

new-type pleat setter rack and Support Assembly for the Cissell steam finishing board. The new assembly permits movement of the pleat setters forward onto the board in one horizontal motion—rather than being lifted and then brought forward and down onto the board. On the new assembly, the pleat setters do not rest firmly against the metal rack. An air space is provided between the pleat setters and rack which permits the cloth coverings to dry out quickly.

The steam finishing board includes, as standard equipment, one 12-inch and one 18-inch pleat setter, since these sizes are easiest to handle and most frequently used. The 24-inch is available at extra charge.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention NATIONAL CLEANER & DYER.

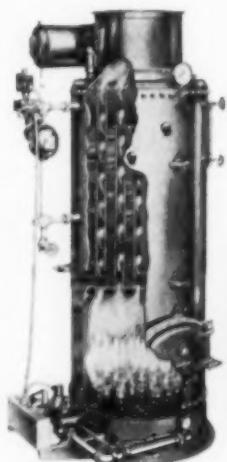
GUARANTEE
The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM
YOUR
JOBBER TODAY

VERTICAL TUBULAR BOILERS



WITH GAS BURNER
AND AUTOMATIC CONTROLS



Made in eleven sizes from 3 H.P. to 50 H.P. 100 lbs. working pressure.

LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

PEOPLE AND PLACES



SOUTH WEST

Marshall Steel, with its main plant in Oakland, Calif., has opened a branch in the new shopping center in Concord.

A grand opening was held recently at Sager's Dry Cleaning, 5596 Atlantic Ave., North Long Beach, Calif.

Vartkes Barsam has given notice of intention to sell Barsam Cleaners, 5424 W. Washington Blvd., Los Angeles, Calif., to Fred Cavanaugh.

Notice has been given of the intended sale of Drive-In Cleaners, 11267 National Blvd., Los Angeles, Calif., by Harry Gerscho to Louis Sherick.

Donald L. and Genevieve S. Cochran have given notice of intention to sell Your Valet, 231 N. First St., Arcadia, Calif., to Jess O. Ellis.

Mr. and Mrs. Dale Straw have opened their fifth De Luxe Cleaners, in the Lerner-Spiegel Shopping Center, Riverside, Calif. The Straws also operate Plaza Cleaners in the new Riverside Plaza Shopping Center.

Budget Cleaners, operated by Mrs. Ed Appleton, has been moved to a new location in the new shopping center on Lincoln Rd., Fremont, Calif.

Notice has been given of the intended sale of Bill Spence Cleaners, 1509 W. Burbank Blvd., Burbank, Calif., by Louise O. Young to Ed C. and Robert E. Hawkins.

Holiday Cleaners & Laundry has been opened at two locations in Farmers Branch, Tex., at 2710 Valleywood Parkway and 2922 Valley View Lane.

Lee and Lonnie Knauss have given notice of intention to sell Knauss Brothers Cleaners & Dyers, 11148 S. Prairie Ave., Lennox, Calif., to Orville D. Schneider.

Careful Cleaners has been opened in the new Palm Plaza Shopping Center on Castro St., Mountain View, Calif.

An open house was held recently at Larsen Cleaners and Dyers, 304 S. E. St., San Bernardino, Calif., to celebrate completion of a remodeling program.

Mrs. Charles Ham has assumed the management of Springer Cleaners, 326 N. Citrus Ave., Covina, Calif., since the death of her brother, David H. Springer.

Notice has been given of the intended sale of Wardrobe Cleaners, 8389 W. Third St., Los Angeles, Calif., by Stanley Gerstein to Phillip H. Martin.

Combs Cleaners has opened its sixth outlet in Fresno, Calif., in the Fig Garden Village Shopping Center on Van Ness Blvd.

Dorothy and Richard Harrington, proprietors of Cameo Cleaners, 518 Henderson St.,

Eureka, Calif., have announced the opening of a branch at Fifth and A Sts.

A drycleaning establishment has been opened at 5711 Lovers Lane, Dallas, Tex., by Wendell T. Hill.

Certified Cleaners and Laundry has opened a substation in the new Town and Country Shopping Center on S. Alameda, Corpus Christi, Tex.

David Martin has given notice of intention to sell Dave's Cleaners, 7918 Melrose Ave., Los Angeles, Calif., to David G. Colvin and Abe Kagan.

River Oaks Cleaners has been opened at 9 River Oaks Village, Abilene, Tex., by Jack Morris and his son, Jackson, owners of Morris Cleaners at 1834 Pine St. and Morris Drive-In Cleaners at 1209 N. Mockingbird.

Park Cleaners, 733 12th St., Paso Robles, Calif., has added a laundry department, according to Jack Wilson, owner.

Notice has been given of the intended sale of Moorpark Cleaners, 11117 Moorpark, North Hollywood, Calif., by Benjamin Lovell to Albert Berke.

Hess-DuBois Drive-In Cleaners has been opened at El Dorado and Willow Sts., Stockton, Calif., it was announced.

A drycleaning establishment has been opened at 1344 E. 15th St., Tulsa, Okla., by Robert W. East.



SOUTH EAST

American Dry Cleaners has announced the formal opening of its new drive-in branch at 13th Ave. and W. Sixth St., Laurel, Miss.

Virginia Strange has opened a One Hour Dry Cleaning Plant at 900 N. E. Flagler Dr., Fort Lauderdale, Fla.

Valley Cleaners, Valley Rd., Louisville, Ky., was scheduled to be opened recently. O. B. Adkins is the proprietor.

ABC Cleaners, High and Fourth, Columbia, Tenn., held an open house recently. C. E. Taylor, Sr., and Ed S. Dooley are the owners.

Ben Carter has purchased Hurst Dry Cleaners, located in the Memory Bldg. on Central Ave., Blackshear, Ga. The business

will be known as Carter Dry Cleaners.

John M. Young and Hugh G. Fiske have opened a One Hour Dry Cleaning Plant on Carolina Ave., Beaufort, N. C.

Carolina Cleaners, Cherryville, N. C., has been sold by Loy Beam to William H. Jenkins.

Modern Dry Cleaners, Safford and Tarpon Aves., Tarpon Springs, Fla., has been opened by Phil Filaretou.

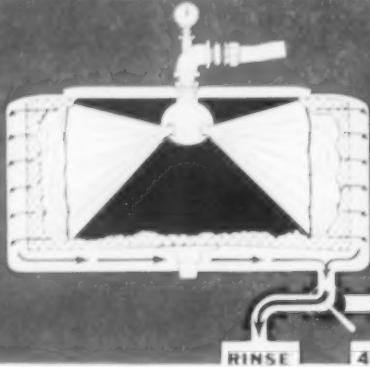
John G. Auerback has opened a One Hour Dry Cleaning Plant at 203 Twiggs St., Tampa, Fla.

Berwick (La.) Cleaners has been expanded with the construction of an addition, it was announced.

SEND GARMENTS
FOR DYEING
TO
ALMORE
DYE HOUSE
4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President
Continuously in Business since 1919

...the dyeing name of undying fame

STREET'S EXTRACTOR-RINSE*



MYCEL Controlled Drycleaning calls for the use of 47-886, Conductivity Control and a separate purified rinse. STREET'S EXTRACTOR RINSE Process makes it convenient and economical for petroleum plants to spray-rinse right in the extractor, without additional handling of garments. The services of 50 highly trained field technicians are available.

MYCEL
CONTROLLED DRYCLEANING

*U. S. Patent No. 2,480,921—

Canadian Patents No. 530,041 and No. 530,042. Other patents pending.

R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, U.S.A.

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BOCK
Bock Model M-100 now featuring
EXTRA ACTION

See your dealer for details.
Models available in 10, 15,
25, 50 lb. capacity.

BOCK LAUNDRY MACHINE CO.,
Toledo 2, Ohio

INCREASE PROFITS WITH
BERLOU
MOTHPROOFING SERVICE

Since 1930; used by MORE professional mothproofers than all other mothsprays combined. Mail this ad with your letterhead for your copy of Berlou's Profit Builder Plan. Berlou Mfg. Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

Reliable Cleaners, Inc., King-
ston, N. C., held its formal
opening at 110 W. Blount St.
recently. Ben Rouse and William F. Faulkner are the own-
ers.

Fred T. Thurston has opened a
drycleaning establishment at
6708 Central Ave., St. Peters-
burg, Fla. Mr. Thurston had
previously operated a plant in
Littleton, N. H.

DOMINION of CANADA



Fire caused an estimated \$5,000
damage recently at Wardrobe
Dry Cleaning, 478 St. Anne's
Rd., St. Vital, Man.

tion and enlargement program.
The firm is owned by brothers
Arthur, Anthony and Gould
Olivastri.

An official opening was held at
Ontario Dry Cleaners and Dyers
Ltd., 516 Talbot St., N.,
London, Ont., to mark the com-
pletion of an extensive renovation.

Ken Gillard of Gillard Cleanit
Ltd., Oshawa, Ont., has pur-
chased Wilson Cleaners of Port
Hope and Cobourg from Ross
Wilson.

NORTH WEST



Mr. and Mrs. George Wilson
have sold George's Cleaners,
Madras, Ore., to Mary Beaver.

man, has been opened in a
newly constructed building at
7421 S. W. Garden Home Rd.,
Garden Home, Ore.

An open house celebration was
held recently at Modern Cleaners
and Laundry, Newcastle,
Wyo.

Bob and Louise Norton now
own and operate Big Y Cleaners,
2135 W. Seventh Ave.,
Eugene, Ore.

S. C. Sasser has opened a new
drive-in cleaning establishment
at 14th and Parker Sts., Spring-
field, Ore.

An expansion and modernization
program has been completed at Cash's Monkey Cleaners,
S. E. Milwaukie and Nehalem,
Portland, Ore. Mr. and
Mrs. Al Cash are the owners.

Mr. and Mrs. Henry J. Groebner
have purchased Ideal Cleaners,
Grandview, Wash., from Mr.
and Mrs. W. L. McCormick.

Verne E. Essman has opened
a One Hour Dry Cleaning Plant
at 1223 Grand Ave., Billings,
Mont.

NORTH CENTRAL



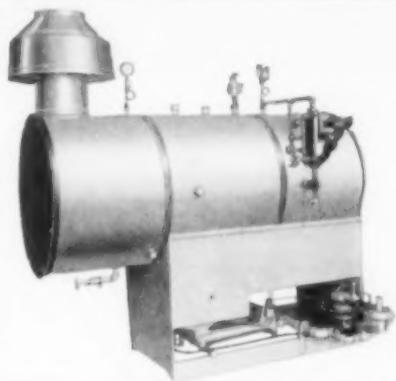
William E. Cox has opened a
One Hour Dry Cleaning Plant
at 429 E. Market St., Logan-
port, Ind.

Mexico (Ind.) Cleaners has been
opened in a newly remodeled
building on U. S. Highway 31.

Buschman's Drive-In Cleaners,
Churubusco, Ind., has been
moved to a new location on
U. S. Highway 33. At the same
time, the office on S. Main St.
was closed.

Lease Cleaners has opened a
branch in the Shopping Center
at Price, Ind.

James Eastland has opened a
One Hour Dry Cleaning Plant



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

41st Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

at N. Keystone and E. 54th St., Indianapolis, Ind.

A storage vault has been added at Hollywood Cleaners, 2760 South St., Lincoln, Neb.

William E. Brusselback has opened a drycleaning establishment at 9830 Manchester, Rock Hill, Mo.

A business license has been granted to Primer Cleaners, 5810 Dempster, Skokie, Ill.

Clarence Burkett and Bert Daniels have announced the purchase of Bud's Cleaners, E. Beech St., Hillsboro, Ohio. The firm will be known as Hillsboro Dry Cleaners.

Ground has been broken at 10351 Michigan, Chicago, Ill., for construction of a \$125,000 addition to American Ideal Cleaning Co.

A grand opening was held recently at the new branch of Tuchman Cleaners, located in the Westerleigh Shopping Center, 2954 Kessler Blvd., Indianapolis, Ind.

A grand opening was held recently by Fashion Cleaners in

a new building at 715 E. Mishawaka Ave., Mishawaka, Ind.

Gerald G. Abel has opened a One Hour Dry Cleaning Plant at 17151 W. Eight Mile Rd., Detroit, Mich.

Henry Hurwitz has sold his dry-cleaning establishment in Petersburg, Ill., to Glenn Hay. Mr. Hurwitz will remain with the new owner in charge of tailoring.

Mollie Schultz has opened a One Hour Dry Cleaning Plant at 5631 Delmar Ave., St. Louis, Mo.

Arnim Root has sold Root Cleaners, 600 S. Main, Tuscola, Ill., to William Alexander.

Q. L. Thompson has opened Lacon (Ill.) Cleaners in the Budd Bldg.

The grand opening of Sherman's Quality Cleaners, Inc., was held recently at 702 W. Indiana Ave., South Bend, Ind.

Ralph V. Pretti and Darrol H. Malin have opened a One Hour Dry Cleaning Plant at 8016 Wornall Rd., Kansas City, Mo.

Mr. and Mrs. Opie Bantle have purchased property on Fifth and Main Sts., Mt. Vernon, Ind., for the establishment of a dry-cleaning drive-in.

Hampton-Delmar Cleaners has been opened in the Florissant (Mo.) Meadows Shopping Center, located on U. S. Highway 140 and Lindsay Lane.

NORTH EAST



Riverside Cleaners has opened its third store, at 214 Middlesex Ave., Medford, Mass. Other locations are at 99 Spring St. and at 330 Boston Ave.

Hour Dry Cleaning Plant at 2247 Dorchester, Dorchester, Mass.

Amos Dry Cleaning Co. is now housed in new quarters in Concord, N. H.

Center Deluxe Cleaners has been opened at 312 S. Centre St., Pottsville, Pa.

Fred Giegerich has opened a One Hour Dry Cleaning Plant at 1118 Washington St., Hoboken, N. J. This is Mr. Giegerich's third plant.

Arthur J. Root is doing business as Diamond Cleaners at 305 Fulton St., Elmira, N. Y., according to a certificate filed with the county clerk.

Taft Cleaners has leased space in the Raritan (N. J.) Shopping Center on Route 35.

New equipment has been purchased by Chanin Cleaners of East Orange, N. J.

John Cappelletti and Jean E. Cormier have opened a One

A ribbon-cutting ceremony marked the opening of the Oceanside (N. Y.) Dry Cleaning and Laundry Service, 109 Long Beach Rd.

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For LAUNDERERS AND CLEANERS
Now! TAG-O-LECTRIC



Rheostat controls for consistently strong clear printing, and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples. It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE FOR FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.
2204 Erie Blvd. E. Syracuse 1, N. Y.

PUSH BUTTON OPERATION

...no foot pedals
...no hand operated valves

Topper-Matic

Contact P & H Industries, Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.

FORMULA 101

PRE-SPOTS ALL PILE FABRICS
COLLAR-CUFF SOIL LINES . . . SAFELY!

- Moves difficult stains from problem fibers.
- Moves crease-mark soil from Orlon Dynel.
- Used on board, wet or dry side.
- No effect on charge, for all systems.

WRITE DIRECT OR ASK YOUR JOBBER

FUR-FEEL CORPORATION

312 Seventh Avenue New York I, N.Y.



PLASTIC BAGS

Present no Bagging Problems
with **VARA'S NEW
GOOSENECK BAGGER
on wheels**
ONLY \$49.50

F.O.B. Factory

* Swivel desk top and invoice holder optional \$16.00 extra.

Order from your jobber or write

A.G. VARA & SON Inc.,
53 Clark St., Hamburg, N.Y.

DIP-O-MATIC

WATER REPELLENT DIP TANK

Finger tip control.
ZIP—it's up and
loading. ZIP—it's down
and agitating. ZIP—
it's up again. With
the DIP-O-MATIC
water repelling
of garments
is profitable
business!



Write for catalog and prices.

Hopkins
EQUIPMENT CO.
HATFIELD, PA.

MEETINGS SCHEDULED

February 15 and 16—Utah State Cleaners Association, Annual Convention, Ben Lomond Hotel, Ogden.

February 22 and 23—South Carolina Association of Launderers and Cleaners, Annual Convention, Fort Sumter Hotel, Charleston.

February 22, 23 and 24—Iowa State Cleaners and Dyers Association and Nebraska Cleaners and Dyers Association, Joint Convention, Fort Des Moines Hotel, Des Moines, Iowa.

March 7, 8, 9 and 10—National Institute of Drycleaning, Annual Convention and Exhibit, Atlantic City, New Jersey.

March 26, 27 and 28—Texas Laundry and Drycleaners Association, Golden Jubilee Convention, Baker Hotel, Dallas.

May 9, 10 and 11—Pacific Northwest Launderers & Dry Cleaners Association, Annual Convention, Olympic Hotel, Seattle, Washington.

May 15 and 16—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, O'Henry Hotel, Greensboro.

May 16, 17 and 18—Idaho Laundry & Cleaners Association, Annual Convention, Idaho Falls.

OBITUARIES

Clyde Beard, 54, owner of Skillman Cleaners, Dallas, Texas, died recently. Mr. Beard is survived by his wife.

Raymond A. Bowie, owner of Vogue Dry Cleaners, Santa Barbara, California, died recently. Mr. Bowie was a member of Santa Barbara Lodge No. 192, F&AM.

James Alexander Hunter, president of Hunter's Cleaners, Ottawa, Ontario, Canada, died suddenly on December 26. Mr. Hunter was a member of the Ottawa Board of Trade, Ottawa Property Owners' Association, a former member of the Ottawa Kiwanis Club and director in Reddick-MacDonald Real Estate and Insurance Ltd.

Alex McCabe, 64, operator of McCabe's Dry Cleaners, Evanston, Ohio, for 15 years, died recently. Surviving are his wife and two sons.

Harry E. Morisset, 55, owner of Dicks Cleaners, Springfield, Massachusetts, died recently. Surviving are his wife and four sons.

G. Frank Varney, 43, proprietor of Belfast (Maine) Cleaners, died suddenly at his home. Mr. Varney was a veteran of World War II, a member of the Belfast Lions Club, BPOE, No. 1012, American Legion, Forty and Eight of Belfast and Veterans of Foreign Wars at Northport. He was also an active worker in Boy Scout work. Surviving are his wife and daughter.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 4648-2

For sale, BUFFALO, N. Y. One-Hour drycleaning plant, all cash-and-carry, good location and business. New equipment including Prosperity 28 lb. cleaning machine, Columbia 15 hp. boiler and all other machinery. Owner retiring. Asking price \$25,500. ADDRESS, Box 7910, NATIONAL CLEANER & DYER. -2

Modern drive-in solvent and synthetic plant doing \$100,000 plus volume. Top quality on main street of northeastern Ohio boom city of 60,000. Fur and woolen storage, shirt laundry, hats, etc. All in modern 12-year-old building. Wish to retire. Sell with or without real estate. ADDRESS, Box 7904, NATIONAL CLEANER & DYER. -2

Will sell modern-equipped cleaning plant, pleasant northern Indiana location, fur vault, 30-year quality reputation, \$1.40 base price, Butler washer, \$60,000 volume, 70% across counter, well worth \$43,000. Terms of lease to be arranged during purchase negotiations for business and equipment. ADDRESS, Box 7822, NATIONAL CLEANER & DYER. -2

NORTH CENTRAL ILLINOIS COUNTY SEAT. Volume \$30,000. Established 42 years. Strictly retail. Good building, equipment and prices. Owner retiring. ADDRESS, Box 7845, NATIONAL CLEANER & DYER. -2

DENVER, COLORADO. Booming suburb. Old-established drycleaning plant and equipment. \$15,000. Gross \$20,000. Good lease or sell real estate. Sacrifice for health reasons. Terms. BIEVIER, 3509 South Broadway, Englewood, Colorado. 7948-2

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. ADDRESS, Box 7956, NATIONAL CLEANER & DYER. -2

Ohio: One-hour drycleaning plant, all cash-and-carry, in outstanding shopping center, 50¢ cleaning unit and other equipment in proportion. Operator's age a factor in selling. Excellent potentials. Reasonably priced. Details on request. ADDRESS, Box 7694, NATIONAL CLEANER & DYER. -2

For sale MODERN DRYCLEANING PLANT, choice location in southern California's most famous shopping center. Quality trade at premium prices. Yearly gross \$73,000. ADDRESS, Box 7993, NATIONAL CLEANER & DYER. -2

Drycleaning, laundry and garment storage—one of Texas' finest operations, \$265,000 volume and growing. Ideal for Corporation or Partnership. Owner retiring. Reasonable cash and terms to responsible party. ADDRESS, Box 7992, NATIONAL CLEANER & DYER. -2

For sale—Drycleaning plant with complete hot cleaning, blocking and custom-made hats in midwest Indiana on direct U. S. north and south highway. Best location in city and will stand rigid investigation. ADDRESS, Box 7991, NATIONAL CLEANER & DYER. -2

Show-from-car drive-in plant. Only cleaner in small southeastern Michigan city. With or without real estate. Ill health forces sale. ADDRESS, Box 7987, NATIONAL CLEANER & DYER. -2

WISH TO RETIRE—stable business established many years. Fully equipped new Detrex unit, new truck. A-1 location. Average price \$1.75. Present minimum profit \$12,000. Price \$35,000. \$15,000 down. Middle eastern New York State. ADDRESS, Box 7990, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

Solvent plant in Orange County, California. Near beaches, Disneyland and Knott's Berry Farm. School district increased 300% in 1956. Building erected in 1954, size 60 x 60'. Equipment capable of \$2,500 weekly. ADDRESS, Box 7978, NATIONAL CLEANER & DYER. -2

Modern drycleaning plant for sale in fast growing desert community. WRITE: VERNON M. REES, BOX 816, BLYTHE, CALIFORNIA. 7970-2

Laundry and Drycleaning plant. Western Pennsylvania. Only laundry in county. Grossing \$80,000. Priced for quick sale on account of owner's health. \$16,000 cash, total price. ADDRESS, Box 7984, NATIONAL CLEANER & DYER. -2

Modern drycleaning plant in Akron, Ohio. Has large drive-in, retail and wholesale business. Established 30 years. Employs 12 people. Wonderful opportunity to make good money. It takes small amount of capital. To appreciate, you must see for yourself. Will give 10 year lease or more on building. The right man can make \$10,000 to \$15,000 per year. Owner desires to retire but will stay on thirty to sixty days with buyer. Reply to A. H. Tarr, Personnel, c/o Day Cleaners, 467 W. Cedar St., Akron, Ohio. 7982-2

Two well equipped drycleaning plants for sale. One at \$6,000 and one at \$10,000. Both located in an extra live town in Kansas with 2,200 population. Much oil activity and drilling now in progress. Tihen Agency, 105 E. Main St., Harper, Kansas. 7980-2

For Sale—Small modern drycleaning plant in central Illinois. Ideal for couple. \$12,000. Real estate and equipment. ADDRESS, Box 7976, NATIONAL CLEANER & DYER. -2

Solvent plant, extractor rinse and humidity controls. Old established firm, quality reputation. Stores and routes. Ample parking. Two vaults. Lease with option to buy property. \$140,000 volume. St. Louis, Missouri. ADDRESS, Box 7977, NATIONAL CLEANER & DYER. -2

Chicago area, Flossmoor, Illinois. Drive-in plant, little as \$5,000 down. Complete, ready to open. Good lease. Sunset Enterprises, 3600 Cottage Grove, Chicago. 7962-2

Chicago, drive-in plant \$60,000 cash and carry, plus \$10,000 (five accounts) wholesale. Built in 1954. \$20,000 cash to handle, price \$42,000. Good lease. Sunset Drive-In Cleaners, 3600 S. Cottage St., Chicago. 7971-2

FOR SALE—Solvent drycleaning plant. Ideal for couple. Cement block building, good equipment and living quarters. No parking problems. Only plant in town of 1,300 in rich farming region of southern Indiana. Priced right at \$13,000. ADDRESS, Box 8001, NATIONAL CLEANER & DYER. -2

CENTRAL FLORIDA: Drive-in plant grossing \$500 weekly volume with 4 employees. Only plant in fast-growing county seat town. Brand new Midwest extractor-washer combination on two-bath setup capable of doubling volume. Excellent opportunity for right party. Priced to sell with or without real estate. ADDRESS, Box 8000, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

DRYCLEANING PLANT WANTED in Illinois, Indiana or Michigan doing \$800 to \$1,000 weekly, in city of 15,000 to 30,000 population. ADDRESS, Box 7966, NATIONAL CLEANER & DYER. -1

DOES YOUR PLANT MEET THESE QUALIFICATIONS? operating profitably—yearly volume around \$80,000—drawing population of at least 50,000 in the Middle West? WHY NOT SELL IT WHILE YOU CAN GET TOP DOLLAR? I AM A QUALIFIED INDIVIDUAL DESIRING TO BUY A GOOD PLANT. WRITE ME ABOUT YOURS. ADDRESS, Box 7981, NATIONAL CLEANER & DYER. -1

WHOLESALE DYEING FOR THE TRADE

Dyeing Is Our Business—“Science in the Art of Dyeing” by the South's most modern dyehouse. Our 24- to 48-hour SERVICE on garments, household items and rugs is unmatched. Let's get acquainted NOW for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.**

7638-12

Our 43 years' experience, your assurance of quality on wholesale dye work. “We Know How.” **WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La.**

5459-12

LOEHL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy to press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loehl's dye all colors every day. Quick service to parcel post shippers always. Use **LOEHL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEHL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-12**

KRAN-MER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACOUNTS SOLICITED.

7027-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customers. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, sueded, leathers, try **SENECA DYERS, INC., 1137 MAPLE ST., ROCHESTER 11, N. Y.**

7356-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Ave bus, Memphis, Tennessee.

160-12

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: “**M.A.T.S.A.**” Dr. Pasteur 113, MEXICO 7, D. F., MEXICO

5705-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative.

7675-3

MERCHANTISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$11.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK.

7717-45

MOUSETRAP, STEAM TRAP, SEWER TRAP *... it makes no difference*

... the world won't beat a path to the door of the man who builds a better one and then doesn't advertise it so that people will know about his product, know where it can be bought and how much it costs. Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads to mass production and volume sales... which means lower costs and lower prices.

Yes, “Advertising Benefits You”... specially business-paper advertising.



NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910
305 East 45th Street, New York 17, N. Y. OREGON 9-4000

ABC-APP

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. Tel. EV 9-6585.**

7674-4

BOILERS—HIGH-PRESSURE: We carry a large selection of ASME National Board high-pressure boilers—gas, oil, coal-fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY, 31 E. Congress, Chicago, Ill.**

7742-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.

7678-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of **PENN CLEANERS, 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140f cleaning units, 2 years old, tumblers, miscellaneous items.** Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details.

7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585.**

7676-4

Liquidation Sale of Entire Drycleaning Plant, All Machinery AI Condition, 54 x 78" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOP EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR PHONE FOR FULL DETAILS. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666.**

5378-4

For Sale One used two-girl standard Prosperity air operated shirt unit, \$1,100. We also offer a used Forse Master SL sleeveer for \$250 and a used Forse 20 MF automatic shirt folding machine for \$250. Harold Stegmiller, Moline, Illinois.

7922-4

Drefex 2-bath Monarch cleaning unit complete with still, hydro-extractor, Synth-O-Saver, 42 x 64 Zephyr DC motor driven washer, Model Z-3 Mercury 140 F unit, 5,000 Hoffman filter, two 5,000 G.P.H. Butler filters, 36 x 54 motor-driven late model American Buckeye DC washer, 40" extractor, 3,200 G.P.H. Butler filter, 200 G.P.H. Butler still, Perk synthetic unit, 36 x 64 American Buckeye washer, motor-driven. Several 36 x 30 late model drycleaning tumblers. Write **BENSON EQUIPMENT CO., 1059 Main St., Wheeling, W. Va.**

7963-4

DRYCLEANING PRESS. Fletcher 42", Model CU-142. First class operating condition. Price \$125. Whitehead Laundry and Cleaners, Inc. 411 McCamy St., Dalton, Georgia.

7973-4

One 25 lb. Prosperity automatic washer, 26 inch extractor and a 16 lb. Bendix washer that was used three months. Whisler's Laundry, 531 Broadway, Hanover, Pa.

7965-4

American 42" air-driven press, complete Excelsior or silk-finishing unit, Lamson vacuum system, Brunner air compressor, Cissell bag sleeve and shoulder puff, 5 H.P. Bryan gas-fired boiler. All virtually new. Miracle Cleaners, 3864 E. Broad Street, Columbus 13, Ohio.

7988-4

42 x 64" Gross metal motor-driven washer, 42 x 64" Gross metal belt-driven washer, 30 x 40" Gross metal belt-driven washer, 30 x 40 Panterx motor driven wood cylinder washer, 48 inch Fletcher Flow rinse extractor. This equipment for sale at very reasonable prices. Yorgay's Cleaners & Dyers, 17th & Fairview Streets, Reading, Pa.

7994-4

HUEBSCH TUMBLERS (875 & UP)—42 x 84 MONEL METAL WASHERS—48-INCH TOLHURST EXTRACTOR (OPEN TOP)—SCALES—DANDUX CANVAS BASKETS—PERMUTIT WATER SOFTENER—250 SETS KEY TAGS (GOOD CONDITION)—HUEBSCH AUTOMATIC VALVES—4-GIRL SHIRT UNITS—BODY CLOTHES UNITS—ONE ADDRESSOGRAPH, COMPLETE. APPLY: S. BIEL, 60 WEST 3rd STREET, BAYONNE, NEW JERSEY. FEDERAL 9-6161—EVENINGS. FEDERAL 9-8569.

7997-4

Hoffman double Economy petroleum cleaning unit, 2-30 x 48" Greyhound metal washers, 1-26" extractor, 1-275 gal. aboveground tank, 1-8,000 gal. scraper-type filter, 5 H.P. 220 volt, 60 cycle, 3-phase motor. Pipings and fittings \$1,500, excellent condition. Happiness Laundry, 613 Waverly Ave., Mamaroneck, N. Y.

7916-4

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

Paper window signs for cleaners. In dazzling fluorescent color. Size 11 x 35 inches. Regular price 75¢ each. To get acquainted will send two signs and catalog for \$1.00. Royal Signs, 472 Ferry St., Newark 5, N. J. 7967-8

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 55 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charged light. **HUBBARD TEXTILE CONSULTING BUREAU**, RT. 3, CHARLOTTESVILLE, VA. 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial Street, Malden 48, Mass. 7577-25

BUSINESS SERVICE

P. S.
YOU CAN CLEAN FURS
WITH FUR-FEEL CHEMICALS

7929-10

DIRECT-MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low cost **CLEANER TOONS and VERSES**. For FREE proofs write **DAVID LILLY CARTOONS**, Box 167, Long Beach, Calif. 7520-10

Otton Dynel pile fabrics cleaned—refinished the furriers method. Our 25th year of serving the trade. Send for your price list today! Hudson Fur Cleaning Co., 101 Cranston Street, Providence, R. I. 7996-10

SUEDE AND LEATHER SERVICE

COLE LEATHER CLEANERS OF AMERICA: FOR OVER 40 YEARS WE HAVE BEEN CLEANING LEATHER AND SUEDE GARMENTS, GLOVES, HAND BAGS AND LEATHER LUGGAGE FOR THE TRADE. EVERY GARMENT CLEANED AND REDYED—ALL LININGS HAND FINISHED—A PERFECT JOB EVERY TIME—JACKETS \$5.00—COATS \$10.00—GLOVES (Short) 50¢. WE OPERATE A COMPLETE REPAIR DEPARTMENT. COLE LEATHER CLEANERS OF AMERICA, "Dept. N." 1987 SECOND AVE., NEW YORK 21, N. Y. PHONE LEHIGH 5-0950. 5968-13

SUDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING**, 1511 East State Street, Sharon, Pa. Member of S.L.R.A. 5234-17

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 6055-17

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-17

LANO-TEX. Your customers must be pleased with our custom leather cleaning. Rapid service on Cape, Kid, Suede or Grain. Texas Suede Cleaners, 353 W. Josephine St., San Antonio, Texas. 7864-17

CERTIFIED LEATHER SERVICE—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE**, 210 County St., New Bedford, Mass. 7919-15

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "TRENCH-TEX" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE**, 946 Shehy St., Youngstown, Ohio. 7947-15

Leather-Suede wholesale cleaning. Approved S.L.R.A. methods. Celebrating 25 years of progress. Send for price list today! Hudson Fur Cleaning Co., 101 Cranston Street, Providence, R. I. 7995-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper, \$5.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-15

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 765 Madison Ave., New York 21, N. Y. 5966-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly reweaved by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE**. Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE**, 1188 MADISON AVENUE, NEW YORK CITY 28. 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL**. You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 55 N. Wahash Ave., Chicago 2, Ill. 5516-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS**, 413 Race St., Cincinnati 2, Ohio. 7369-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST TO COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. **R. M. WEISSERT**, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE**. A prompt efficient **WHOLESALE** service at a **MODERATE COST**. We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE**. **CINCINNATI REPAIR SERVICE**, 413 Race St., Cincinnati 2, Ohio. 6066-29

ADAMS WEAVING COMPANY the best known name in Re-weaving Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1910 Republic Building, Chicago, Illinois. 5470-29

"**40% PROFIT WITHOUT INVESTMENT**." Send us garments with burns, rips, holes to be skillfully reweaved by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

FOR **GUARANTEED REWEAVING SERVICE** ship your next damaged garment to us. We use the real French Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. H, 428 Avenue A, Rochester 21, N. Y. 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS**. Original French weaving, reweaving, stoling, invisible mending. Holes, burns and tears expertly reweaved. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado; East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING—Saves and renewes damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

FRENCH REWEAVING BY EUROPEAN ARTISTS, GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: **MAFFE WEAVING CO.**, 153-27 HILLSIDE AVE., JAMAICA 32, N. Y. 7854-29

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

SALESMEN-DISTRIBUTORS WANTED

Salemen with a large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirocco Company, 480 Smith St., Brooklyn 31, N. Y. 3371-14

FACTORY SALES REPRESENTATIVE for leading drycleaning machinery line, New York State territory. Equipment sales experience desirable but successful field service background with strong sales interest and aptitude will be considered. Write complete summary of training, experience and employment record. Include snapshot. Our employees know of this advertisement. ADDRESS, Box 7931, NATIONAL CLEANER & DYER. -14

Salemen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 512 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

DISTRIBUTORS-JOBBERS for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA., Manufacturers of Wire Coat Hangers. 5669-14

OPPORTUNITY KNOCKING! FIELD SALES REPRESENTATIVES—Outstanding manufacturer drycleaning equipment has opening for one or two well qualified men to work as direct factory representatives in training and working with established distributors on product application, sales promotion and service. Successful sales experience important, preferably with equipment. Send complete résumé and photograph. Our personnel know of this advertisement. ADDRESS, Box 7932, NATIONAL CLEANER & DYER. -14

Manufacturers Representatives—outstanding manufacturer of a principal supply item sold in volume through publicists only has openings for Ohio, Indiana, Michigan, Illinois, Kentucky, Wisconsin, Minnesota, Iowa, Nebraska, Arkansas, Kansas, Oklahoma, Texas and Colorado. Exclusive territorial protection, substantial current volume. Successful sales experience and jobber contact essential. Send complete résumé and photograph and other representation arrangements. ADDRESS, Box 7968, NATIONAL & DYER. -14

Experienced salemen to spend full time traveling—selling established commercial drycleaning and laundry specialists to jobbers and their salesmen. One in east and one in midwest. Will permit carrying related non competitive lines of reputable firm. Draw and commission based on experience and ability. All replies confidential. Write complete résumé including education, experience, present salary and references. ADDRESS, Box 7961, NATIONAL CLEANER & DYER. -14

HELP WANTED

WORKING MANAGER for drive-in drycleaning and shirt laundry plants. Thorough knowledge synthetic operation, must be able to take full charge—train pressers, spotters and handle store clerks. Immediate opening, well established, fast-growing company New Jersey area. Please state age, present employment, personal and business references, experience, education, income requirements. Enclose recent snapshot. All replies confidential. ADDRESS, Box 7779, NATIONAL CLEANER & DYER. -7

PROGRESSIVE MANAGER, for New England's most modern plant, who has proven ability in laundry, cleaning and sales. Salary commensurate with your ability, \$8,000 up. J. A. Baggett, Country Club, Inc., Warren, R. I. 7851-7

PACKAGE PLANT MANAGER, WORKING FOREMAN. Do you want a better position with security and a future in Ohio, Indiana, or Michigan? In new air conditioned, modern, Prosperity-equipped plants. Starting salary \$100 per week plus 10% bonus before taxes. Make applications now. Send late picture with letter of application. To qualify one must be experienced in handling help, spotting, pressing, and able to train others. LA FRANCE DRYCLEANERS, INC., 64 South Fruit Street, Youngstown, Ohio. 7921-7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and tailors. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

Cleaner and spotter in modern petroleum plant, good light and ventilation, steady job, with opportunity for buying to right man. Fred L. Quaite, Hayden Lake, Idaho. 7969-7

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932. 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricron method. First in the field. A professional home study course. Write for FREE details. Fabricron, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422-A East Fifth St., Hazelton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

SITUATIONS WANTED

Working superintendent, first class silk spotter—quality a must. 25 years of solid background and references to prove it. Would like a solid connection. Would you write or wire me, available now. Superintendent, 519 Central Ave., Charleston, W. Va. Phone Dickens 4-4569. 7986-5

MANAGER ADMINISTRATOR: wishes to relocate in Colorado-Wyoming area. Former owner, College educated [Business Administration]. Experienced in drycleaning-laundry administrative efficiency, production engineering, sales ideas and promotion, advertising media, and silk spotting. Remuneration secondary to incentives, potentials and scope for perspective and capabilities. Age 49. Christensen, Box 288, Greenvale, N. Y. 7975-5

Wanted: Position in management or supervision. Experienced in all phases of asphalt and synthetic operations. ADDRESS, Box 7981, NATIONAL CLEANER & DYER. -5

Supervisor experience in latest finishing equipment. Capable of training new employees. State full detail, including salary. ADDRESS, Box 7985, NATIONAL CLEANER & DYER. -5

PLANT MANAGER'S POSITION WANTED. 25 years experience in all departments of drycleaning. Age 48, married. Prefer East or Northeast. ADDRESS, Box 7944, NATIONAL CLEANER & DYER. -5

PUT IT *on the Record!*

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durably bound in heavy duck with leather covers \$ 6.00

No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbleized binding 1.50

LOOSE LEAF BINDER 5.00

LOOSE LEAF SHEETS: 100 2.50

250 5.00

500 9.00

1000 15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.

NATIONAL CLEANER & DYER

ADVERTISERS IN THIS ISSUE...

Almost 50 years ago—in 1907—25 drycleaners met in Milwaukee to form the organization known today as the National Institute of Drycleaning.

In March, 1957, in Atlantic City, more than 10,000 drycleaners will participate in the N.I.D.'s Golden Anniversary Convention.

In the intervening half century, the industry has profited by great and constant technological progress, improvements in management know-how, development of stature and consumer acceptance, and almost meteoric growth in number of establishments and volume of sales.

Efforts of the National Institute in the interests of the entire industry, plus the manifold benefits of association activity, have been a vital force in this development.

There is real significance, therefore, in this Golden Anniversary for all of us who, in serving the drycleaning industry, have enjoyed the fruits of great growth and progress.

Won't you, as an advertiser, join us in 1957, in a tribute to the Institute on the occasion of its Golden Anniversary?

A simple but effective means can be the inclusion in your advertising of this N.I.D. Golden Anniversary symbol.



Or perhaps you will want to make a more elaborate gesture of appreciation for a wonderful job well done. Let us know if you would like to have a symbol, or of any other help we can give.

A Adco, Inc. 50-51 Ajax Pressing Machine Co. 12-13 Almore Dye House 107 American Cleaners Equipment Co., Div. of The American Laundry Machinery Co. 20-21 Anderson-Pritchard Oil Corp. 55 Armstrong Machine Works 19 Associated Business Papers 112	L Lamson Corp. 84 Lattner Manufacturing Co., P. M. 109 Lookout Boiler & Manufacturing Co. 106
B Behrstock Co., L. 47 Beriou Manufacturing Co., The 108 Bishop David Freeman Co. 3 Bock Laundry Machine Co. 108 Braun, Inc., G. A. 45 Butler Manufacturing Co. 75	M Manitowoc Engineering Corp. 80-81 Marlow Pumps, Division of Bell & Gossett Co. 11 Mercury Cleaning Systems, Inc. 65 Minneapolis-Honeywell Regulator Co. 26-27
C Caled Products Co., Inc. 23 Chevrolet Div. of General Motors 8 Cissell Mfg. Co., Inc., W. M. 57, 59, 61	N National Cleaner & Dyer 30-31 Newhouse Specialty Co., Inc. 105 Nu-Pro Manufacturing Co. 96
D Darco Division, Atlas Powder Co. 18 Davies-Young Soap Co., The 1 Detrex Chemical Industries, Inc. 33-36, 85	P P & H Industries Inc. 109 Pantex Manufacturing Corp. 77, 89 Pre-Marked Strip-Tag Co. 58 Prosperity Co., Inc., The 17
E Eaton Chemical & Dyestuff Co. 2 Emery Industries, Inc. 43 Excelsior Machinery Co. 67	Q Quality Products Co. 106
F Fur-Feel Corp. 15, 110	R Recordak Corp. 83 Reliable Machine Works, Inc. 25 Ross Heat Exchanger Div. 101
G Glover, Inc., Bill 97 Goldman Pressing Machine Corp. 53 Greenville Chemical Co. 104	S Sec-O-Matic Corp. 90 Skelly Oil Co., Industrial Div. 88 Star Service Hanger Division of L. A. Young Spring & Wire Corp. 93 Stauffer Chemical Co. 14 Street & Co., Inc., R. R. 5, 63, 86, 108
H Haertel Co., Walter 49 Hall Manufacturing Co. 91 Hoffman Machinery Corp., U. S. 4th Cover Hopkins Equipment Co. 110 Hoyt Manufacturing Corp. 6-7 Huebsch Manufacturing Co. 29	T Textile Marking Machine Co., Inc. 109
J Johns-Manville Second Cover	U Unipress Co., The 73 U. S. Hoffman Machinery Corp. 4th Cover
K Kohnstamm & Co., Inc., H. 79	V Vara & Son, Inc., A. G. 110 Vic Cleaning Machine Co. 69 Victor Adding Machine Co. 87 Viking Pump Co. 98
W Wallerstein Co., Inc. 9 Warco Laboratories 66 WasheX Machinery Corp. 103 White Machine Co., Inc. 95 Wichita Precision Tool Co., Inc. 3rd Cover Wilson Chemical Co., A. L. 24	

OUR READERS SAY

On Charged-System Roundup

To the Editor:

I have read part of the article "Charged System" in the December NATIONAL CLEANER & DYER. I am going to install a synthetic system. Now if you will identify the soap manufacturers "A" to "O" inclusive for me it will save me much time and letter writing. This way I will know where soap I will want to use and what equipment is needed, single or double bath.

JOE METTEN

Mettin Cleaners & Tailors
Ellington, Illinois

Your Charged-System Roundup is the greatest article ever to be printed in the NATIONAL CLEANER & DYER.

I would like to have the names of the following companies: D, F, J, L, M, O.

Keep the good work up.

NORMAN ABRAHAMS
Bronx, New York

The above are typical of the flood of letters received in response to the Charged System Roundup in our December issue. Manufacturers' names have been sent to all inquirers.

—EDITOR

May I congratulate you on a most difficult job well done. Your Charged-System Roundup was an important milestone in the development of a trade journal of wide esteem carrying always sound significant and independent editorial policies.

DR. SAMUEL MACILIS, President
The Stamford Chemical Company
Stamford, Connecticut

History of Drycleaning

To the Editor:

I once read a very interesting story on how and where drycleaning originated, but cannot remember what book it was in or just where I read it.

Can you give me any information on this, or suggest what book I can get at the library to give me the complete story?

Mrs. W. RICKETT
Independence, Missouri

Many articles have been written on the history of drycleaning, and most

have been based on a legend about some Frenchman who accidentally overturned a kerosene lamp on a tablecloth. As a result, the stains disappeared—so the story goes. Actually, the industry has a much richer history based on chemistry. The earliest developments in drycleaning go back to the early 1500's. The complete story of this development appears in this issue of NATIONAL CLEANER & DYER. For the first time, the real story has been told.—EDITOR

Restoration of Dynel

To the Editor:

I received your October issue of THE NATIONAL CLEANER & DYER and the article on Orlon-Dynel pile fabric was most appropriate for me. I had just taken in my first coat of such a fabric and my cleaning man ran it through the regular drycleaning cycle. Needless to say, the heat of the tumbler really messed up the coat. The coat came out matted down and streaked.

Your article mentioned that restoration can be made as long as the Dynel fibers have not been fused. I can't tell whether the fibers have been fused, but in case they haven't would you kindly send me information as to what equipment I would need and just how I would restore the pile to the coat. The coat is all Dynel and the piling is not too deep. The trade name for the material is Dynature.

NICHOLAS THEO
United Hatters
Chattanooga, Tenn.

If the Orlon-Dynel fibers have become fused because of heat the damage is irreparable. On the other hand, if the garment is merely streaked and matted this condition can be corrected. The streaking can probably be eliminated by rerunning the coat in clear, distilled solvent without soap.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

The matting can be eliminated by using one of the commercial processes now available.—EDITOR

Cost Figures Wanted

To the Editor:

In an earlier issue of your magazine was a wonderful article on plant profits in different parts of the country. I can't seem to find this issue.

Better still, do you have, or could you give me information as to where I might obtain a book on the cost breakdown of different departments of the plant, profits, etc.?

J. P. O'REILLY

Parisian Cleaning Company, Inc.
Muskeg, Okla.

Here are tear sheets of the story we believe you have in mind. In addition, we are sending tear sheets covering information contained in our last Guidebook. We believe this will give you the cost breakdown that you want. Our next Guide issue, March 1957, will be devoted completely to sales control. This will explain how to control various costs in your plant and help you to make more profit from your present volume.—EDITOR

Peruvian Progress

To the Editor:

As a result of our correspondence we have made an advertising budget of about 3.25 percent of estimated sales for the year 1957 and will spend that in the best way. We will watch the results very closely. To help our advertising, we are ordering more machinery which we would have to order anyhow next year and will see if we can give the customer two-day service on shirts and three on drycleaning.

As for the other topic of home delivery, we are going to investigate to the bottom what our chauffeurs are doing; study the NATIONAL CLEANER & DYER for the month of March 1956 (every word), then see what we can do to get on the ball. As for home delivery, can you suggest any other articles which would help us on dividing the territories, or how much territory to give a driver?

ELLIS G. STONE
American Drycleaners, S. A.
Lima, Peru

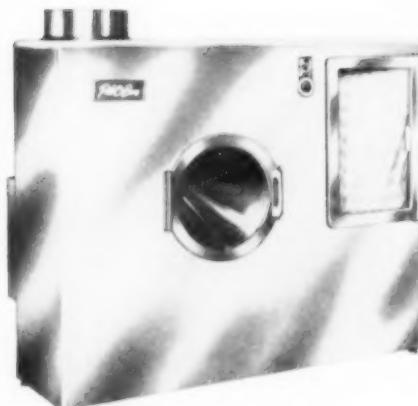
Super



For best results always insist on Genuine
Adjusta-Form Nylon Covers, white or
black for either Models P1 or P2.

PILLOWS REVITALIZED by

Pil-O-Bar



High speed impellers feed the feathers into the wheel, where they are fluffed and dust is removed. Then Ozone and ultra-violet rays clean and deodorize them. Feathers are drawn into new tick at the end of the cycle. Each pillow is processed separately, feathers remain under perfect control, and it's all done automatically.

AUTOMATIC *Adjusta-Form*

Just touch and go! That's right, with Adjusta-Form's one foot pedal the operator's hands are always free, no knobs to turn. Production is automatically increased, for when the steam is turned on, the operator is freed for other work. Too, increased quality is just natural with Adjusta-Form because of positively controlled steam.

- Higher volume of steam
- Electronic timer
- Ventilated shoulder casting
- Tailoring and adjustability of the bag
- Easy to operate
- Foam Rubber front clamp pad
- Stainless Steel Controls
- Revolving bearing is adjustable

Sta-Vent

Eliminates touchups, for it holds coat vents securely together while the garment is being steamed on the Adjusta-Form. Sta-Vent will not mark even the most sensitive fabrics. Stainless Steel and foam rubber clamps.



Adjusta-Form Sleevers
are so good, we
brand them!

No. 24 — Roll both sleeves
of sack coats or overcoats at
the same time. Light weight,
24" long, 11" spread with
just the right spring tension.



No. 11 — Useful in steam-air
finishing coats or jackets
with very wide sleeve cuffs.
10" long, 11" spread.



No. 7 — For shaping cuffs
of extra small sleeves. Pre-
vents lining hang-down,
gives custom appearance.
10" long, 7" spread.

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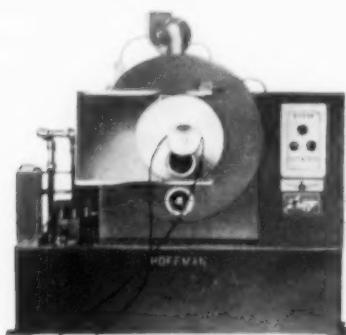
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